



Are Taller Players Changing the NBA Game?



BOSTON CELTICS PRIDE



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November 25, 1985

D.J.
*The
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Team
Player*



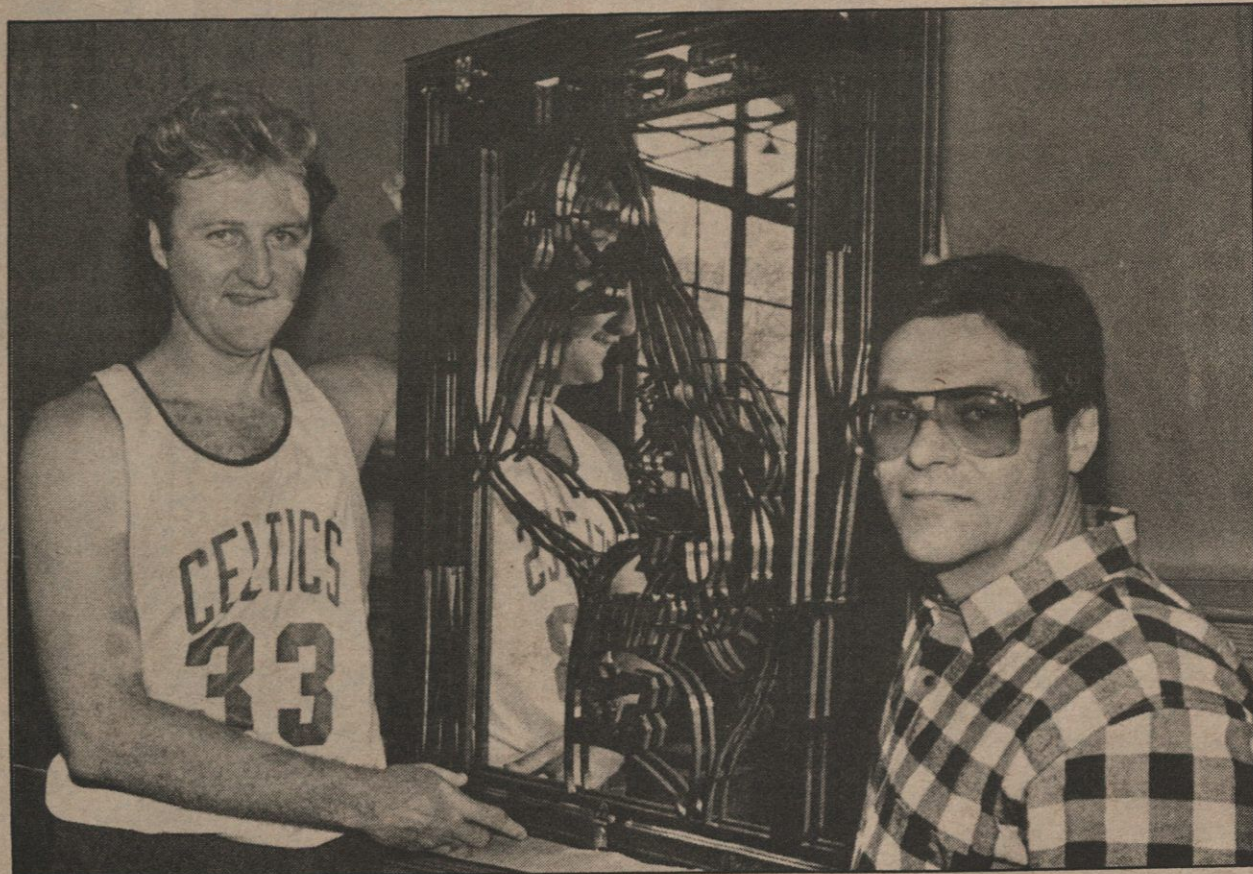
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Intimidation in a Non-contact Sport?



Larry Repeats...So Artist Repeats



Leo Rudokas presents Larry Bird with a wood carved silhouette.

Bird Presented with Artist's Woodcarving

Larry Bird usually uncovers added incentive when facing the Indiana Pacers for obvious reasons. The fabulous Celtic Hoosier knows that the game is beamed back to Indiana and he doesn't want to disappoint the faithful, back home. Last season, on December 21, Bird blistered 33 points to lead the Celtics to a 117-107 victory.

In the Garden that night was Leo Rudokas, an artist whose specialty is wood carved silhouettes. Rudokas had done a carving of Bird in 1983-84 and presented the portrayal to the league MVP after the season. When the artist presented the gift of "woodart" to Larry, there was a brief promise made: if Bird repeated the MVP feat, Leo similarly would repeat the engraving. The artwork is Larry posing for a free throw in his classic style and the actual art is carved with one section of wood, ap-

proximately 2-feet in length, and laid out on a mirror.

The Celtic logo is also featured in the background.

In a repeat of the ceremony---Bird did indeed win the league MVP---Rudokas presented his masterpiece to Larry at the Celtics practice at Hellenic College, October 24. Bird had seen Leo in the crowd that night of the Pacers' game. The two exchanged eye contact and Bird remembered the earlier promise. Leo recalls Bird saying that December night, "Go for it!"

Mr. Rudokas is an electrician from Lynn, MA and constructs his likenesses from an accumulation of photos. He prefers to keep his method a secret but invites inquiries for further work.

The art carries a selling price of approximately \$2,000.

VOLUME I, ISSUE 3 NOVEMBER 25, 1985

Covers...

Hard driving Dennis Johnson is now a fixture in the Celtics line-up. Well known for his defensive skills, Dennis is actually one of the league's most complete players. The cover photograph of D.J. was taken by NBA photographer Noren Trotman.

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Many basketball fans feel the sport is getting much more physical, but intimidation is not new to the NBA.

7... The game has changed

Now that players like Manute Bol have entered the NBA, it's no secret that the game is not the same. But how?

8... Dennis Johnson

The words "team player" may be the best two word description of this great Celtics guard.

14... A Week with Scott Wedman

As the 1985-86 season began, we are able to trace the footsteps of the Celtics sharpshooter both on and off the court.

24... No room on the roster.

When Tracy Mitchell and Rick Lamb came to the Celtics camp they knew the odds were not good for survival. They did not survive but it was worth the try.

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Ask Red Auerbach

QUESTION: Robert Parish tends to be overlooked when we fans consider the front line of the Celtics. How good is Robert?

Pam Eberhardt, Hartford, CT

RED'S ANSWER: Robert Parish is quite simply a great player. He has good skills, he's very highly motivated, he comes to play. I believe that he's appreciated by our fans, because you can't go anywhere in the NBA without a real big man. That's what Parish is -- a real good big man.

QUESTION: The Celtics have changed one-third of the personnel on the team during the past summer, adding four new players. Could you give us an evaluation of each of the new additions-- Bill Walton, Sly Williams, Jerry Sichting and Sam Vincent?

Clay Cooper, Braintree, MA

RED'S ANSWER: Let's start with Sam Vincent. He's a point guard, a playmaker, and as soon as he gets his feet wet and gets some experience, I anticipate that he's going to make a real good contribution. Sly Williams could play with any team in this league, in my opinion. He has good intensity, he's highly motivated, he's got a lot of skills and he's a

tough, tough player. Jerry Sichting gives us another dimension of stability in the backcourt, plus an outside shooter that we really needed. Bill Walton, of course, is the consummate professional. He plays hard in practice, he plays hard in games and he gives us another first-line center that can go in there at any time. He's not only a backup, but he can play along with Parish if we need him to.

QUESTION: Have you got any idea at this time what direction you might take with the 1986 draft pick the Celtics obtained from the Seattle Super-sonics in exchange for Gerald Henderson?

Todd Warren, Millbury, MA

RED'S ANSWER: I know that our fans are really interested in that pick, since it's going to be one of our earliest picks in years, but I can only say that, because of the tremendous balance we have on our team right now, I'd be inclined to lean toward picking the best athlete we could get regardless of what position he plays. The name of the game is trying to get better players at every position no matter how good the ones you have now are. If the best player available to us is a guard, we'll take him if he's a forward, we'll take him; if he's a center, we'll take him.

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BOSTON CELTICS PRIDE

Isn't This a Non-Contact Sport?

Why are Words Like 'Intimidate' and 'Enforcer' NBA Terms?

By Tony Cooper

Remember the old days, when basketball was referred to as a "non-contact sport?" Well, forget that notion, folks. Physical contact has always been a hefty part of the game created by one James A. Naismith. Pushing, shoving, banging under the boards, bone-jarring picks have always been and will always be around the hoop scene, regardless of the level of competition.

Not all coaches have forgotten the niceties such as running, jumping, shooting and ball-handling, but there is a high demand for physical players in today's NBA—the guys more than willing to partake in a little rough stuff everyday.

"My aggressive play has pretty much kept me around this long. I've been in my share of altercations, that's the way I play."

...Maurice Lucas

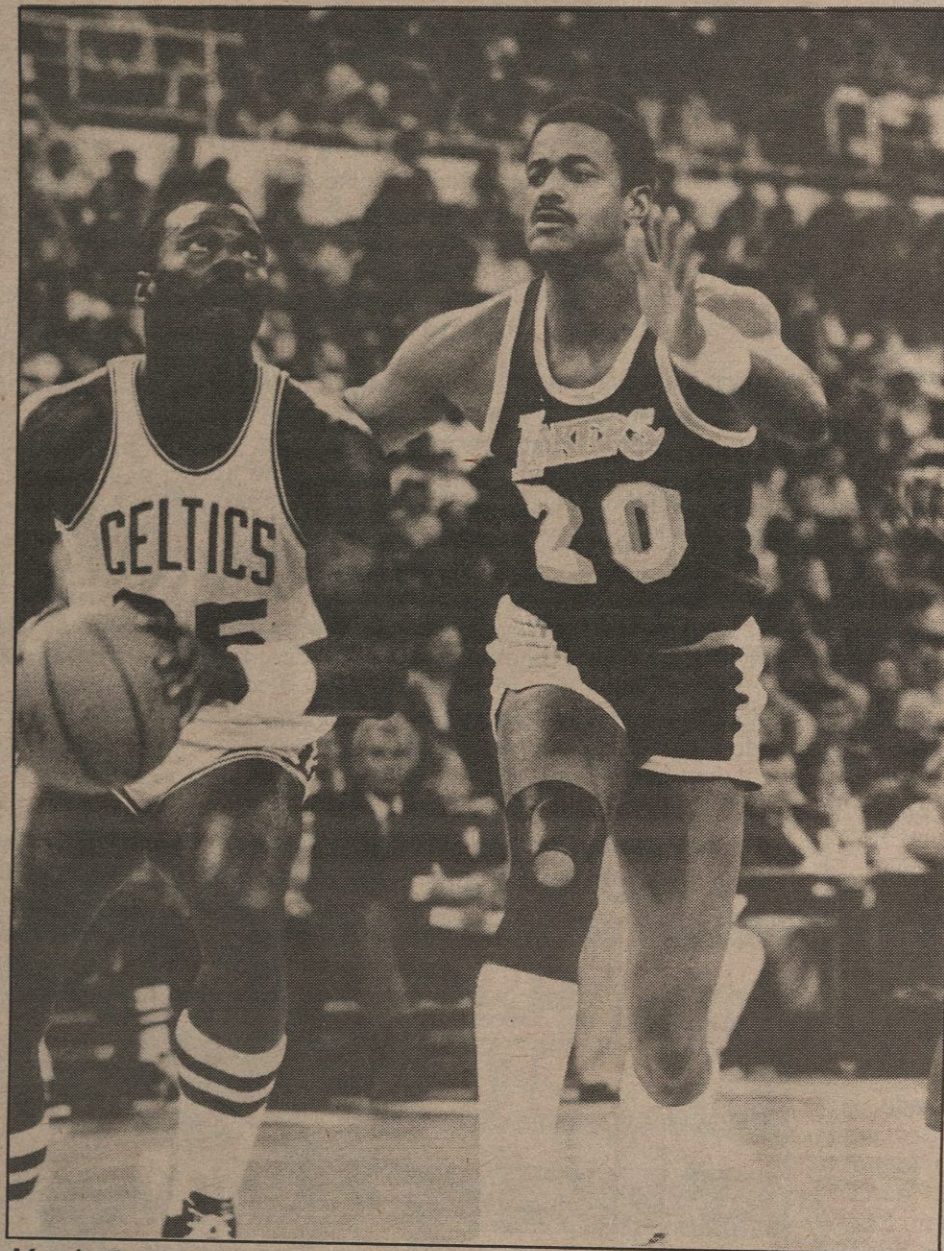
That's not particularly new, either. In earlier days of the NBA, there were more than a few players in the league known as "enforcers", and they were not unlike the hockey players of the similar job description. Their sole purpose was to go out, knock a few heads and keep his equivalent on the other team away from his club's superstar.

There doesn't seem to be room on anyone's roster for those marginally-talented types anymore, but there are still a couple of intimidating bokes around, who happen to mix in a little basketball along the way.

Without question, the NBA's most notorious intimidator is the Los Angeles Lakers Maurice Lucas. Celtics fans will remember Lucas as the fellow who touched off a near riot at the Forum during a preseason game a few weeks back.

Lucas has been at the head-busting business a long time. When he was in the ABA, Lucas had bouts with Artis Gilmore (probably the strongest man in basketball) and the venerable Julius Erving, someone no one else would even think of ruffling. Lucas' most memorable NBA bout came during the 1976-77 championship series against the Philadelphia 76ers, when Lucas was a Portland Trail Blazer. He and the gargantuan Darryl Dawkins nearly squared off.

Lucas, who happens to be a gifted player, even in the twilight of his



Maurice Lucas: Just like Bogart.

career, takes delight at his tough guy role.

"Some guys punch in I punch out," He once said.

Former NBA guard Mike Dunleavy once had this to say about Lucas: "Luke treats us the way Bogart treated his women. With the back of his hand."

Lucas doesn't resort to force all the time. His glare is legendary for unnerving opponents, and he's a master of the pysche-out as well. During a preseason game against the Suns, Phoenix rookie Ed Pinckney was at the free throw line, about ready to shoot. Lucas stepped in and said, "What's the matter kid, you don't look so good."

Pinckney missed his free throws and was one of eight from the line that night. One wonders what Lucas will tell the rookie during a regular season game.

When Lucas was playing for other teams, it's a good bet most Lakers would've preferred Lucas be in a place far away from them—like the CBA. But they covet Lucas now that he's wearing blue and gold. In case you didn't know, the Lakers didn't pick up Lucas for his jump shot.

"He's an intimidator," Laker forward Kurt Rambis says. "We've needed one of those."

Says center Kareem Abdul-Jabbar: "Luke's not a cheap shot artist. But if you go against him, you know you're going to get a hip or a shoulder or an elbow. He doesn't go for the throat or the head."

That must mean that Lucas is rough, but nice about it, no?

"I play very physical, aggressive," Lucas says. "My aggressive play has pretty much kept me around this long. I've been in my share of altercations. That's the way I play."

"I just play and bang. I do mostly all the dirty work. I don't do anything cheap or dirty. I never try to hurt anyone. And you very seldom see me hit someone above the chest or below the waist."

What about the glare?

"I put my game face on before a game, and when I get out there, I'm serious," Lucas says. "I come to take care of some business."

Other current ruffians of note are Detroit's Rick Mahorn, Washington's Jeff Ruland. When Mahorn and Ruland were Bullet teammates they were dubbed "McFilthy and McNasty" by Boston broadcaster Johnny Most. It was Mahorn who, a couple of years ago knocked Isiah Thomas and Andrew Toney senseless with blind picks on consecutive nights. Not many players are willing to mess with Ruland, one of the biggest specimens around.

Ever since the Kermit Washington-Rudy Tomjanovich episode of a few years back, NBA people are generally reluctant to talk in terms of enforcers or intimidators. But that wasn't always the case.

"When I went into a game, people went crazy, they knew something was going to happen."

...Jim Loscutoff

Two of the most notorious batters in NBA history played for the Celtics at one time—Clyde Lovellette and Jim Loscutoff. At 6-5, 230 pounds Loscutoff was better equipped for the NFL than the NBA. And he didn't mind throwing his weight around at all. Unlike Lucas, who can be subtle, Loscutoff was about as unobtrusive as an MX missile.

"People always started booing when they heard my name in opposing cities," Loscutoff says. "It was as if I were a monster or something. I was looked upon as a hatchetman or policeman."

"When I went into a game, people went crazy. They knew something was going to happen."

And rarely did Loscutoff disappoint the fans. Once, during the 1957 playoff finals against the St. Louis Hawks, Loscutoff touched off a brawl in which both benches and the stands emptied. Loscutoff wound up walloping a policeman in the melee.

"Everybody had a strong man," Loscutoff recalls, "but I can tell you truthfully I wasn't afraid of anybody."

"I didn't mind the role. I had a defensive and policeman's role from the time I joined the Celtics."

"Of course I played rough and mean, but never dirty or vicious. I have nothing to be ashamed of, because I had a job to do and I did it."

Any enforcer type would say the same thing.



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KEVIN STACOM

Innerview

If you're ever at the Dockside restaurant in Newport, there's a good possibility that you'll run into a former Celtics Player - Kevin Stacom.

A former star at Providence College, Stacom spent five years with Boston (from 1974-75 to 1978-79) and later spent parts of two other seasons with Indiana and Milwaukee. Stacom was a member of the Celtics' 1975-76 NBA World Championship team.

Today, Stacom is one of the owners of the Dockside and is involved in real estate as well. However, Stacom is still involved in basketball. He was coach and general manager of the Rhode Island Gulls of the fledgling United States Basketball League, a loop which played its games in the summer.

Celtics Pride recently caught up with the 34-year-old Stacom, to get more details on what he's up to...

CELTICS PRIDE: How is the restaurant business going?

STACOM: It's going good. It takes up a lot of time. It's a seven-day-a-week job for 5½ months in the spring and summer. In the summer, it's really busy.

CELTICS PRIDE: How did you become involved with the Gulls?

STACOM: I got a call from one of the owners who wanted a franchise in Rhode Island. He wanted someone familiar with the area and had roots in the area. Our team had about a .500 record and finished in third place. We were up there in attendance, too.

CELTICS PRIDE: Talk about some of your experiences with the Gulls.

STACOM: From my end, it was hectic. We didn't have a playing site figured up. We were slated to play in Kingston, but I didn't think that would be a good idea. We moved to Newport, where they have a summer population. Providence was out, because the arena was too expensive and too ambitious. The logical place to play was Newport. They have a big basketball following, with Providence and Celtics in the area. We played in a high school gym that seated about 2,400.

CELTICS PRIDE: On your team were Manute Bol, the 7-7 center now with the Washington Bullets, 5-5 guard Spud Webb, a member of the Atlanta Hawks and former Tulane forward John Williams, who was allegedly involved in the point-shaving scandal. How did you wind up signing those three?

STACOM: We had to get players who were a little bit of an attraction. It wasn't easy. We first signed Stu



Kevin Stacom: still maintains his Celtics friendships.

Primus of Boston College, and his agent brought up the idea of Bol. I thought it was a great idea—he was a good player and would get a lot of attention. It was a forum where he could show what he could do and he could help us. People were down on Webb because he's too small. But he's an exciting player.

CELTICS PRIDE: What do you think of Bol, Webb and Williams as players?

STACOM: Bol could be a great player. He's improved tremendously, and the Bullets are doing a good job with him. People look at him and say

he's still thin, but they should've seen him in the summer. He's put on 15-17 pounds of good weight. I've never seen anyone with his advantage defensively. He creates a lot of opportunities offensively with his defense. He will be a legit player.

I think it's great the Hawks gave Webb a chance. There is a place for people his size in the game. It's great to see him out there. And George Karl (Cleveland Cavalier coach) thinks Williams is a good player.

CELTICS PRIDE: Will you be involved with the Gulls in the future?

STACOM: We're trying to raise funds. We may sell a million shares of team stock at \$3 a share. A lot of people might be interested in owning shares of a team in a new league. I would return to the Gulls if it were run right.

CELTICS PRIDE: What kind of interest did the Gulls attract last year?

STACOM: Manute, Spud and Williams drew interest in the league. We drew 1,000-1,200 a game. Sometimes, we sold out. We're not going to have those three every year. We have to get cooperation from parent NBA teams, so a guy at the end of their bench, who is a good player, can come here and get playing time.

CELTICS PRIDE: Is there a future in the USBL?

STACOM: I'm not crazy enough to think we're a new NBA. If there's going to be a long-term USBL, it's got to be as a service to the NBA, to help prepare players.

We have to pay bills and run the league realistically. There's more organization and team concepts than in the summer league. Players there develop bad habits, because all they do is run up and down the floor. We play defense here.

CELTICS PRIDE: Looking back at your Celtics career, what do you remember most?

STACOM: It was the end of an era. It was great for a young player like me to be around guys like Havlicek, Chaney, Cowens and Silas. It was a good place to play, and I still maintain those friendships. The Celtics were one of the few teams I could've played for. They didn't emphasize one-on-one, they focused on fundamentals.

I still watch the Celtics on TV all the time. I go to the Garden a lot, too. Celtics basketball is part of me.



Johnny Most

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Big is getting Bigger in the NBA

"Undeniably, the Game has Changed"

By Bob Schron

It was halftime of the collegiate classic of 1982-83. Ralph Sampson and the University of Virginia were leading Patrick Ewing and Georgetown in a game the Cavaliers were to win going away.

On the WTBS broadcast, Red Auerbach was asked about the unusual sophistication the young centers were displaying on the floor. Ralph Sampson at 7-4 seemingly could shoot, dribble, and rebound with a facility which characterized players of the sizes of an earlier generation. Although Ewing would lose the game that night, he would lead the Hoyas to the NCAA championship the following season. His defensive prowess evoked memories of Auerbach's Russell. And Patrick has the raw talent to be an offensive force, as well.

Auerbach marvelled at Sampson (a player he has sought in a hardship setting when Ralph was a freshman) and Ewing, and waxed philosophically. "There is a growing pride in the game and on the playground now. Kids look at players who are big, like Larry Bird and Magic Johnson, and they want to grow even taller, and play at an even wider skill-level."

"I believe there will always be a place for the small player in the game. But the game has become multi-talented at all positions."

There has been an increase in size throughout the National Basketball Association's rosters over the past eight years. On rosters entering the 1977-78 year, there were 128 listed at 6-8 or better. Entering the 1985-86 pre-season, there were 153. The latter rosters include 7-6 Manute Bol, 7-5 Chuck Nevitt, 7-4 Mark Eaton, as well as the 7-4 Sampson. At 7-2½, Kareem Abdul-Jabbar continues to be a dominating force as he plays his 16th year.

Several experts around the league were asked about the growth in the league and the following conclusions were set forth!

- 1 - The court seemed to be smaller than ever
- 2 - The game is more difficult to officiate
- 3 - Coaching is becoming a greater factor
- 4 - Players like Bird and Johnson changed the game profoundly
- 5 - Rules changes might be around the corner

1 - The Court. It's still the same 94 x 50, but the court is now "clogged" or "jammed" up more frequently. A critical factor last season when the Lakers defeated Boston, was the former's ability to spread the court



Manute is definitely not minute.

and by effectively using this spacing to keep the Celtics double-team off of Abdul-Jabbar.

The double-team and the zone rule has begun to take its toll, forcing a premium on effective outside shooting. "It's the most important shot to hit now," claims Tommy Heinsohn. "And fewer teams are able to hit them."

Offensively, the need for crisp perimeter passing keeps the wing defenders moving and increases the chances there will be an open area to shoot in.

Rick Weitzman, Celtic scout, states that having two 7-footers is no longer "a luxury, but a necessity." When these bigger players are fighting for limited space, and the guards are doubling down against the ever-increasing talented front-liners, the game is of course, more difficult to officiate.

2 - The Officials. "I can't help but notice," claims Jimmy Rodgers, "there are more free throws being shot now. A lot of the reason is that not only are the players big, they are amazingly mobile. The referees now



Magic plays guard like a forward.

only have a harder time seeing around post-up men in the set plays, they have trouble keeping up with the Coopers, the Drexlers, and all of the transition teams on the break."

3 - Coaching. "There is undeniably a greater emphasis on coaching now," states Weitzman. "For a couple of reasons. There are more evenly matched talents. Also, since we don't play each other as often, there is a greater emphasis on scouting the other teams, bringing in advanced reports of the team's tendencies."

There are presently 12 coaches in the league who have had collegiate experience, although this is not the factor it once was. The input was effected by John MacLeod, Bill Fitch, and Cotton Fitzsimmons for nearly ten seasons now. The emphasis on technique is at least matched now by "players' coaches", as evidenced by the success of the so-called Big 4 in the league: Pat Riley, K.C. Jones, Don Nelson, and (now retired) Billy Cunningham.

Nelson is the resident expert of the zone rule and it is this defense which has actually put coaching in-

fluence at work in the actual playing of the game.

4 - Larry Bird and Magic Johnson altered the defined positions on the court in a dramatic way. Johnson plays the guard position like a forward and according to several Michigan sources, he is awaiting eagerly the chance to get into the front-court full-time. Magic is a clever passer who leads the break with splendid court vision, but is also an outstanding inside player.

"The thing about Bird," claims Greg Kite, "is his ability to shoot so well from outside and pass so well from out on the wing. And he's a powerhouse inside when he's determined to do that."

The message: Johnson and Bird broke down the categories of guard and forward. They were perhaps preceded by the play of Bobby Dandridge for the Bullets from 1977-79. All three's team success forced players and coaches to recognize the need for taller players to have the widest variety of skills.

When Ralph Sampson sustained this trend in the Indianapolis NBA All-Star Game last February, versatility and talents had reached another upper limit.

5 - Rules Don Nelson shrugs his shoulders about rule changes. "I don't know. I do know that the Bullets can employ an interesting half court defense with double teams and Manute Bol as anchor."

"But I agree with Heinsohn. There needs to be a place for increasing the incentive for shooting outside. Perhaps we need to move the 3-point goal distance in."

The opinions provide insight that the face of the game has undeniably changed. There are the point forwards (Pressey of Milwaukee and Drexler of Portland, for example). There are the designated shot-blockers, like Eaton of Utah and Bol of Washington. Another strategem has been to substitute heft for height; apparently the Lakers made an organizational choice of Maurice Lucas over Bill Walton as a possible free-agent addition over the summer. Width and positioning on the box-out still count.

But the length of the court seems to have changed too. Penetrators like Cheeks of Philadelphia and Thomas of Detroit will still be effective, but when the clogged defense is a mass of centers and forwards underneath, they will run into resistance earlier, perhaps five feet away from the basket. Then the wing pass from that penetrator is likely to be the open area in the zone.

Players must be able to hit the open 12 to 18-foot shot.

Finds a home in Boston

Dennis Johnson: Committed Team Player

By Bob Schron

Dennis Johnson was relaxing after he keyed an important mid-year win over Philadelphia in the Spectrum during the title year, 1983-84.

"I want to be the first guard to win NBA championships on two different teams," the 6-4 player commented. As he spoke, Dennis already knew what the ingredients were for championship play. The Seattle SuperSonics had capped a two-year quest for the NBA title in 1979 and DJ had won the playoff Most Valuable Player award. Public recognition was slow in arriving for the Pepperdine graduate, but DJ was far from being unknown to basketball people.

Johnson played one season for Pepperdine and it was a dramatic success. The Wave won their way into the second round of the NCAA Tournament in 1976, when the tourney consisted of 32 teams. They upset the highly publicized Bill Cartwright and the University of San Francisco to win the WCAC, 85-84, in overtime. They proceeded deep in the second round before falling to UCLA at the Bruins' Pauley Pavilion. The Bruins, however, outmaneuvered the Wave with a frontline that consisted of Marques Johnson, Richard Washington, and Ralph Drollinger.

This is where D.J. first emerged into at least regional recognition. "I stole the ball several times from their star guard, Andre McCarter, who supposedly was infallible as a ballhandling point guard," Johnson recalled in a recent interview. "From then on, people began to know more about me."

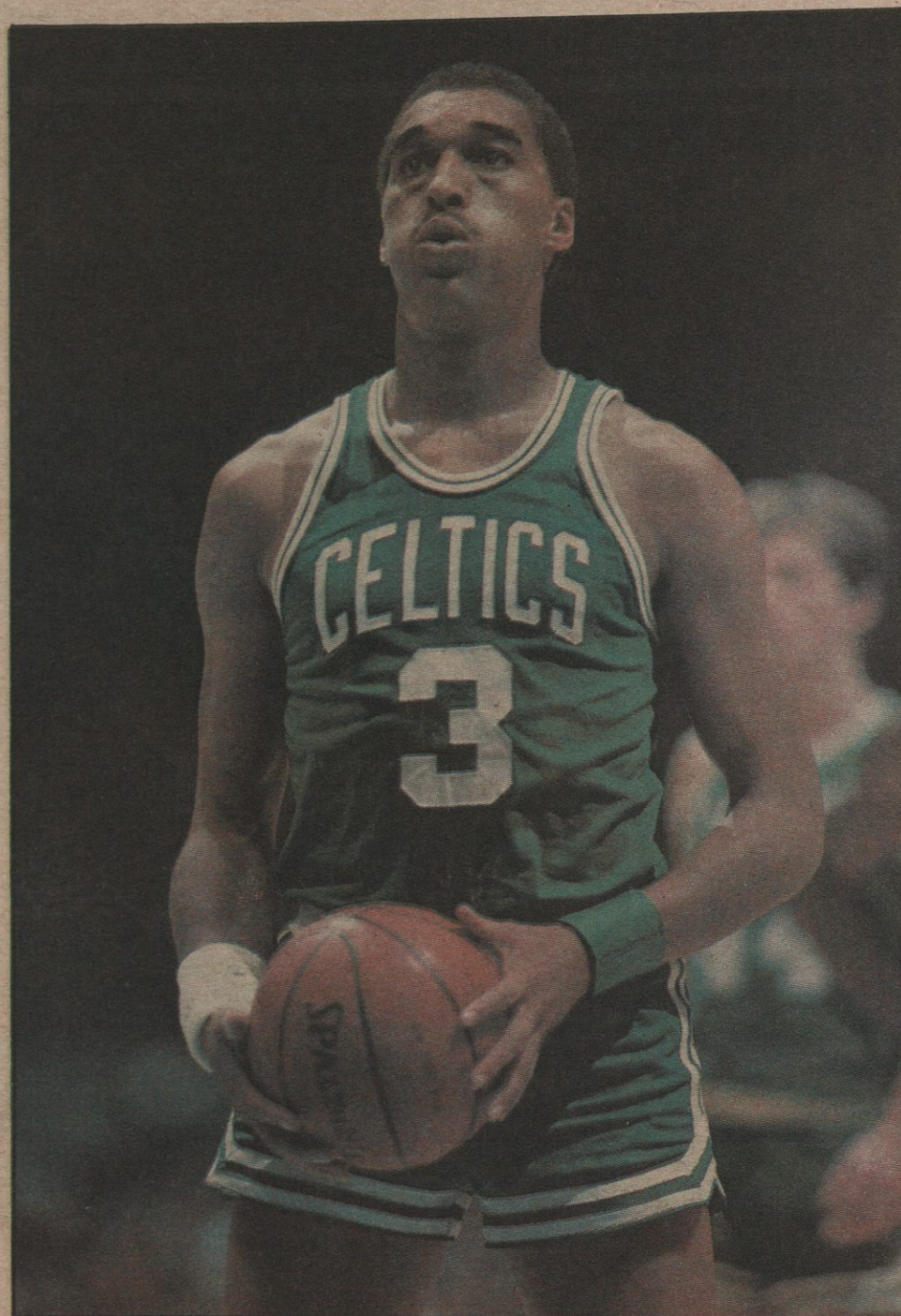
The Celtics' versatile and talented guard, Dennis Wayne Johnson, possesses many of the vast array of skills which typified one of his teachers, Jerry West. Like West, Johnson can create the play by penetrating, shooting outside, and scoring in the clutch.

"Walt Frazier was somewhat of a model," Dennis stated. Like Frazier, Johnson is almost impossible to defend solo. And if Frazier brought a dramatic emphasis to defense and passing, Johnson has brought a similar excitement and probably greater consistency.

"The thing about DJ is his aggressiveness," commented Robert Parish. "Without him, we would simply not be a contender."

"He's the best player I've ever played with," observed Larry Bird last season.

Dennis Johnson makes teams better. This seemingly would be a simple fact to state, except for doubt



First guard to win NBA Championships with two different teams.

ts created by the fact that the superior talent has been traded twice. Dennis Johnson is a delightful blend; he is the completely committed team player while at the same time, he is an autonomous man, who retains his privacy in his public occupation.

In his classic, *The Breaks of the Game*, David Halberstam wrote how extensively Johnson modeled his game after Frazier. Yet Johnson does not concur.

"I watched Walt Frazier carefully

"I thought Russell was a very good coach...And he was always talking to me about specific situations on the court, as well as taking time to talk to me after practice."

and genuinely admired his game. But he is not playing now and only he knew the way he played the game. Only he knew the way he saw the game. Only he knew the way he displayed poise.

"I may take tips from players here and there. I always tried to learn. But I think I tried to learn my own game."

DJ—he is known as DJ to public, team, and friends—was drafted on the second round of the 1976-77 draft by the Seattle team.

He was the 29th player chosen and the selection was immediately disputed by the Los Angeles Lakers. Because he had worked a year after graduating from high school (as a forklift operator in a warehouse) and then had played two years at Harbor Junior College. Johnson was eligible for the draft after his one year at Pepperdine.

The SuperSonics at the time were attempting to fortify their small backcourt of Slick Watts and Freddy Brown. In this draft, the Sonics selected Bobby Wilkerson of national champion Indiana, and Johnson; to the surprise of many, Johnson filled the big guard role for Seattle, with Gus Williams, who was obtained one year later.

The Lakers meanwhile were aghast. They had intended to select Johnson—West had known about him, and they envisioned a dream backcourt of Norm Nixon and Dennis. LA thought Johnson would be overlooked but their protest was disallowed.

In Seattle, Johnson first played for former Celtics all world Bill Russell.

Blaine Johnson in *What's Happening* portrayed Johnson as discontented but the player doesn't see it that way.

"I thought Russell was a very good coach. He played me more than most rookies, 20 minutes per game. And he was always talking to me about specific situations on the court, as well as taking time to talk to me after practice."

"That time is important for a twenty-year old rookie; it was the same type of attention I received from Gary Colson, my coach at Pepperdine."

"I think Russ quit because he was unhappy with the game." But not before Dennis had begun learning some professional pointers extremely well.

Another facet of the Russell primer was two-fold and it would influence events later. First, Johnson learned to understand that the game was a business, too. Second, while a player was on the floor, he should enjoy the game and get the most out of it from both an individual and team standpoint.

The Sonics' success story began in November of the 1977-78 season. After Bob Hopkins was fired ("He was too aggressive and took each loss too personally"—Johnson), Lenny Wilkens took over as coach of the 5-17 team.

"He called a meeting upstairs in the hotel room in Kansas City and named a new starting lineup. Lonnie Shelton and Jack Sikma at Forward.

Marvin Webster at Center, and Gus Williams and myself at Guard.

"There was team determination immediately. One player did not do everything and any of my individual results came directly from help on the part of my teammates. My outstanding defense? An extension of team and helping out defense. I could overplay because of a lot of help from my teammates."

"I firmly believe I am one-twelfth of any team," remarked Johnson.

Seattle surged to the top of the Western Conference from that inauspicious start by sweeping away an injured Bill Walton and his defending champion Portland Trail Blazer team in the playoffs. The Sonics failed in the 7-game series against Washington that season as Johnson went 0-14 from the field in the finale. But one year later the Sonics were back. They won a rematch over Washington in five games and Dennis Johnson was the best player in the series. With Gus Williams, Johnson insists.

"The people I have to please are my teammates. That matters most to me."

The Sonics had bulk and strength underneath with Sikma and Paul Silas, and there have been few backcourts in NBA history which could rival the DJ-Gus tandem in those years. Both were superstars and they complemented each other perfectly. Gus would handle the ball, sprint-fly to the basket, and still score from outside. Dennis played defense, scored, jumped, and when the championship was won, flawlessly defended the star forward of the Bullets, Bobby Dandridge.

From that apex, the Sonics fell into disunion. They had a strong 1979-80 season as defending champions, but it was the 25-year old Johnson's contract ending season, and he apparently pressed too hard.

"I told Lenny and the people around Seattle that Dennis was a good kid, quality," commented Paul Silas. "Oh, Dennis and I had our shouting matches but I felt all along he would be a positive force on any team in the league."

The Sonics were dethroned by Los Angeles in the Western Conference Final, and months later Johnson was traded to Phoenix in exchange for Paul Westphal.

"It was like getting fired," Johnson observed. "I was lucky enough to have a contract for another job, but for me, there were no last words, and it was final. There was no trying to talk anybody out of it."

"I may have been dissatisfied with the numbers in the contract, but I



Being traded was like being fired.

Speaking of Dennis Johnson

Enigmatic previously, emotional at times, Dennis Johnson has remained among the best players in the game since bursting out during the 1977-78 final series against the Washington Bullets.

He was a player who possessed the ability of a legitimate super star early. He shot well, passed brilliantly, defended the best opponents had to offer. Here are some perspectives of Johnson through the years.

Wally Walker (1979): "The thing about him is that the shooter can't get him off his feet with a head fake. He leaves the floor when he wants to, when he has to, and he has such an explosive leap—and so quick."

Dick Motta (1979): "Johnson is one of those rare talents who enjoys what he's doing. He's got great instincts and he keeps hustling. We know he will block shots. We just try to let him fly by in the air instead of forcing things at him."

Bob Ryan, Boston Globe columnist (1985): "DJ's a unique NBA commodity and no one in the NBA has a game which is analogous to his. His greatest display was in the final four games of the 1983-84 championship series when he played Earvin Johnson and still scored 20 points each game."

"He's physically and mentally tough. He's one of those rare athletes who can make you believe it when he says he doesn't worry about pressure."

liked Seattle, and I liked Lenny even if we did have our hassles.

"Looking back on it, I think in any relationship there is a time to give, there is a time to take, there is a time to accept, there is a time to forget."

And as Dennis Johnson boarded the plane to Phoenix, he remembers realizing "I had reached a turning point in my career. It was a business, and I was determined to fit even better."

Johnson believes that his three seasons in Phoenix were "probably my best." He averaged 17.4ppg, took over the point guard along side Walter Davis, and was 1st Team All-NBA and 1st Team All-Defense.

John MacLeod was a different coach from Colson, Russell, Wilkens, and later K.C. Jones but Johnson adjusted and called MacLeod a "master."

"My game improved; I learned how to post up better, push the ball up the floor, read defenses. But he

"I firmly believe I am one-twelfth of any team."

also worked us very hard, sometimes I think, unreasonably."

Johnson periodically protested. "There may be different opinions, and I have that right to question," Johnson declares.

Johnson was traded to Boston for Rick Robey, a trade which fit both team's needs.

"When I came here, the significant statement for me was when Red Auerbach said, 'because we have Dennis Johnson, I believe we will win.'"

Johnson combined with Gerald Henderson in the backcourt and joined with Larry Bird in a superstar collaboration. Johnson had an All-Pro season in 1983-84 and set a career high in assists last season after Henderson was traded. In the 1983-84 playoffs, he fought off a serious shoulder injury and sparked the playoff win over the Knicks. In the finals, when he took the defensive assignment against Magic Johnson, the series changed. In seven games, the Celtics had title fifteen.

Last season "The Celtics were defeated by the Lakers who Johnson felt were "much better" than Boston. "Nobody expected us to make it into the finals," he states, an assertion shared by most of the team.

Dennis Johnson has matured through the seasons. His emotions now do not erupt at coaches, they are channeled into his superlative all-around game. He is able to reflect back on his shutout from the field in

D.J. Continued on Next Page

BOSTON CELTICS PRIDE

More D.J. from Page 9



the lost 1977-78 championship with the Sonics.

"It hurt, because I did not make my one-twelfth contribution. I did not carry my share of the load.

"I can talk about it now. But I was unreachable that day. There was not too much anybody could have said to me that day."

And those were the youthful seasons, the times when a fledgling player seeks recognition. This is not what is sought after by the player now.

"We get recognition when we win, and that's what's important. The people I have to please are my teammates. That matters most to me."

Yet, if Johnson is settled now, he reserves his rights with the public's vehicle, the media.

"I recognized that people in the media have a job to do, like athletes

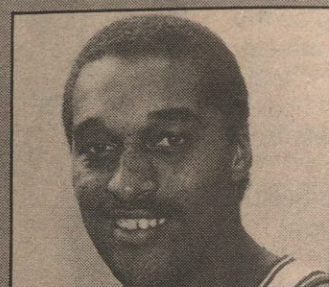
who also have a job to do. Some days I'm mad about a game and it's harder to talk. I think I have the right, the right to not say much.

"That would be the best way to report my not speaking. 'He (Johnson) refused to talk,' and report the game and why I might have not wanted to be interviewed.

"Sometimes the game circumstances are overlooked."

Dennis Johnson: Team player and individual. Asked to give an assessment of his own career, Johnson concluded, "A player who likes the game, enjoys the game...When I finish my career, I want people to say this essentially: Not that he was a great player or that he was a pleasant person, but that when he was on the court, good or bad, that he played, and played hard."

SELF PORTRAIT



DENNIS JOHNSON

BIRTHPLACE AND DATE: San Pedro, California, September 18, 1954.

FAVORITE MUSICIAN: Luther Vandross, Jeffery Osborne, Lillo Thomas, Whitney Houston

FAVORITE ALL-TIME TV SHOW: Three Stooges

FAVORITE ANIMAL: Thoroughbred Stallion

FOUR GUESTS AT MY FANTASY DINNER PARTY: Considering it's fantasy, Irene Cara, Natalie Cole, Jane Kennedy---better include my wife. At the head of the table.

FAVORITE CITY IN THE NBA: Los Angeles

FAVORITE RESTAURANT: Legal Sea Food (Park Plaza) and Scotch and Sirloin

FAVORITE COMEDIAN: Eddie Murphy, Richard Pryor, Gallagher

FAVORITE BOARD GAME: Monopoly

IF I HAD TO CHOOSE ANOTHER PROFESSION, I'D BE: Counseling Psychologist working with teenagers.

HIGH SCHOOL NICKNAME: I didn't have one.

OLDEST PIECE OF CLOTHING: Pepperdine T-Shirt

I'D SPEND MY LAST \$10 ON: My wife and son

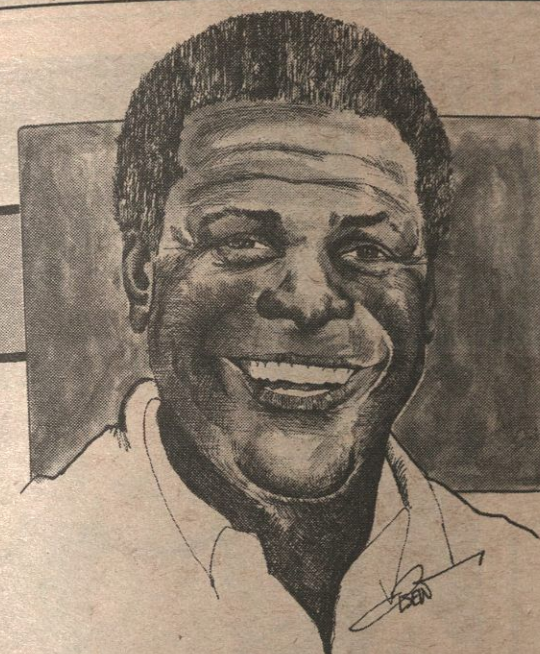
IF I COULD CHANGE PLACES WITH AN ACTOR, I'D PICK:

Bill Cosby

FAVORITE BROADWAY MUSICAL: Evita

I WISH I KNEW HOW TO: Be an activist for civil rights and social causes, like Jesse Jackson or Martin Luther King. To be able to assume that responsibility and risk.

BOSTON CELTICS PRIDE



K.C.'s Corner

Substituting is 'Mission Impossible'

Last season the question repeatedly came up as to whether we were playing our starters too many minutes and as a result risking their strength when the playoffs began. The answer is never simple or clear-cut. This season has started off pretty well for us and I feel fairly satisfied that we are getting a positive contribution out of the entire team, 1 through 12.

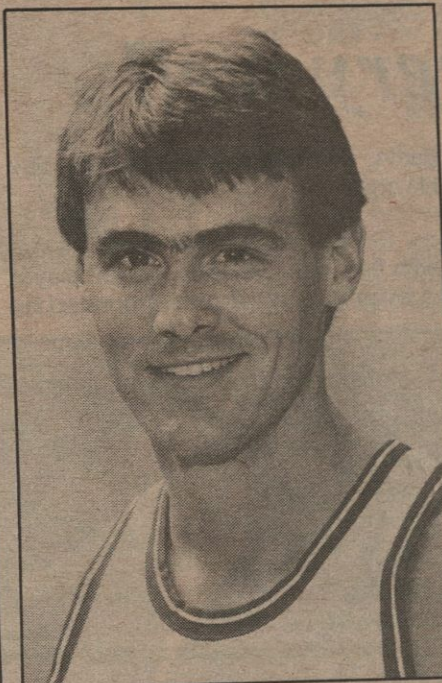
I understand the reasons behind the questions last season. I agree we risked wearing down the front-line players but the suggestion of resting starters during the regular season---in effect, not playing our best ballplayers and possibly sacrificing ballgames---well, in my mind, that can't be the answer.

We won 63 games last season and advanced into the final series when few thought we would get that far. If we win say, 50 ballgames, would the playoffs be any easier? I never thought so and I played the players I thought would do the best job.

Substituting is "Mission Impossible." At this level, 12 players want to play 48 minutes and it is a continuing problem.

The bench was effective in our opening game in New Jersey for the most part. Scott Wedman shot well, Bill Walton helped and Jerry Sichting got his feet wet. The reason we lost that game was we had too many turnovers---players who are creative passers didn't really find the mark. The next night in Cleveland was a definite improvement and again the bench was a critical reason. I particularly liked the effort of Sly Williams. He wasn't really feeling that well, but he contributed in several ways.

The idea of substituting is completely dependent on how the game is flowing. If we're hurting, I try to react. If we're doing well, I try to



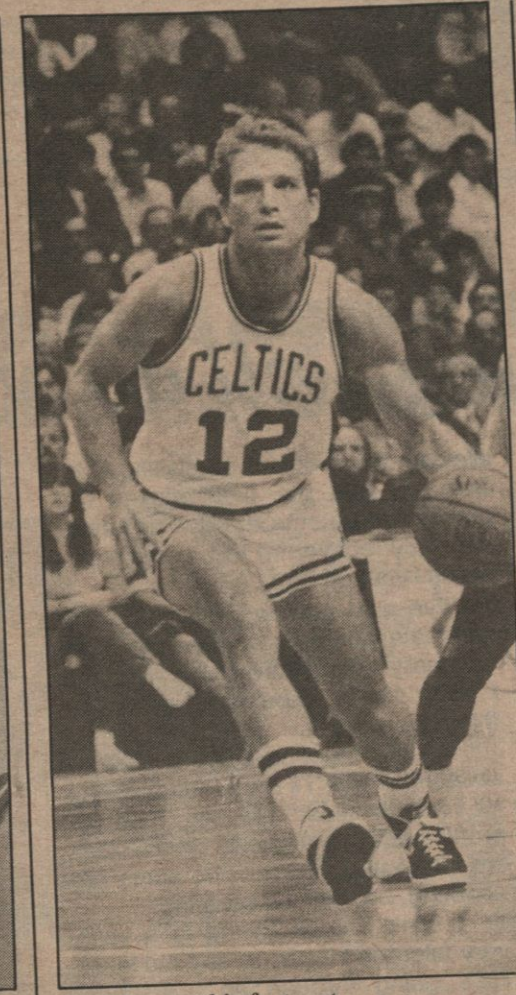
Carlisle played aggressively.

respond. I'm looking for solid play. I've been asked about having a second unit, or whether there are players "numbered" 8 through 12. I don't approach bench coaching that way. Rather, like coaching defense, I try to coach my reacting to what is going on out there in the game.

We work on defense every day, every day. There are fundamentals but they can change against different opponents. Against Milwaukee we concentrated on shutting down Moncrief, Cummings, and Pressey. We determined to force them into a specific area and when these players dished off, then we needed to hustle back out to cover the pass-receiver. We did, and we did a very good job.

Some of the styles of defense are the "Up", "Down", "Fist", "Open Hand", and "Smother." Some emphasize pressure farther outside, some are doubling down, and some are used for special situations.

The harder the defense is working, the more I watch for players becoming tired. This is where the bench is important. And this is where I must have some flexibility. Rick Carlisle played very well against Milwaukee, playing aggressively



Sichting got his feet wet.

against a taller lineup. So did Greg Kite. I am limiting Sam Vincent's minutes now; he's a rookie and he's still learning the ropes. I have confidence in all the players on the team though.

Giving playing time to every player is not something I can afford to worry about excessively. I have, with Red Auerbach and the coaching staff, selected a ballclub and this indicates our basic confidence. When I'm subbing, I do what I have to do and not worry about the minutes. We bring the entire team to each ballgame. I try to deal with each game with the whole ballclub.

So the bench must play an important role---in this way. Every player has to assume he'll play and even though there are several new players on the club, chemistry is not a problem.

There's an essential Celtics way around the organization. The veterans are very open to the new ballplayers and this has immediately set up a positive atmosphere to produce a total team concept.

I know each player wants to play. I'm aware of the competitive nature of each player. I want the "problem" of having too many talented players. I feel pretty good the atmosphere will be solid and people on this team will keep the team goals in sight.

CELTICS SAID IT!

K.C. Jones, starting his perspective of coaching to Phil Jasner of The Philadelphia Daily News: "Coaching is like being in the entertainment business. Like acting, like Broadway, like the movies. There are 12 million people who think they can do it, and the powers that be can pick and choose the ones they want. If they like you, they take you, make you a star. They fire you, too."

"You can go after recognition, use all the available tools to get it, and it works for some, not for others. I've always felt the ones who get it are picked, because of charisma. If I'm not one of those, I understand."

Red Auerbach from On and Off the Court (with Joe Fitzgerald) on Larry Bird: Bird would be a (fine coach; Bird sees what has to be done, feels what has to be done, knows what has to be done, and he can teach. I've heard him telling things to guys. I've even asked him on occasion to explain certain things to players, things I thought they should know which he might not volunteer unless he was asked. He's sensitive to the fact some people might resent it."

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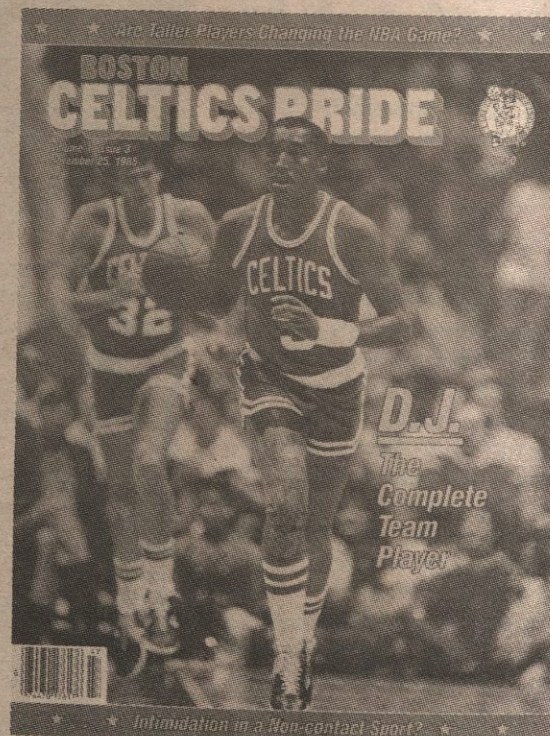
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M. L. Carr

Patrick Ewing will do very well

Even though I retired a couple of months ago, I was preparing for my retirement year ago. I knew what I was going to do when I got out of basketball. I didn't say, "OK, now what am I gonna do?" I had a game plan as to which way I was going to go. This is a good lesson to young players. No matter how good you are, you have to prepare for retirement.

I'm very, very busy. I'm involved in several programs in conjunction with the governor. I'm staying busy-- I have no idle time. If I were idle, I think I'd be thinking I should still be playing. I have no second thoughts about retiring. I know I made the right decision. I don't miss basketball. I've moved on to other things and I'm enjoying them. They're challenging and rewarding.

I'm a consultant with New Balance. I helped them get into the basketball market. I help them out in promotions and marketing strategy. I also conduct some clinics.

With the Bank of Boston, I'm involved in a fingerprinting campaign to

alleviate the problem of missing kids. Doing it with the bank makes the program more structured. This keeps me very active in the community, which I want to be.

I've also started a line of mens' raincoats and am wholesaling them nationally. Things are going well, and I hope to be expanding into other things.

When the college basketball season begins, I'll do some scouting for the Celtics. I'll put together profiles on college players the Celtics are interested in. I may do some pro scouting, but that will be limited.

I think Patrick Ewing is a very, very talented player, to say the least. He's going through an adjustment period. He's got to play every team once and find out what he can do, and get more knowledge of how to deal with each player and what he can get away with as far as the officials are concerned. Ewing is going through an adjustment period, but he's going to do very well.

I like Patrick as a person. I hope the negative publicity he's received doesn't affect his approach to the

game. I've told him he's got to play his style.

If he had Bernard King playing with him, it would help. A great player is even greater when surrounded by

a good cast. You put a great player on a weak team, and he may shine, but it dampens what he could accomplish otherwise. Patrick needs to be with other players up front who can score.



Jan Volk (right) presents the check to David Weiner.

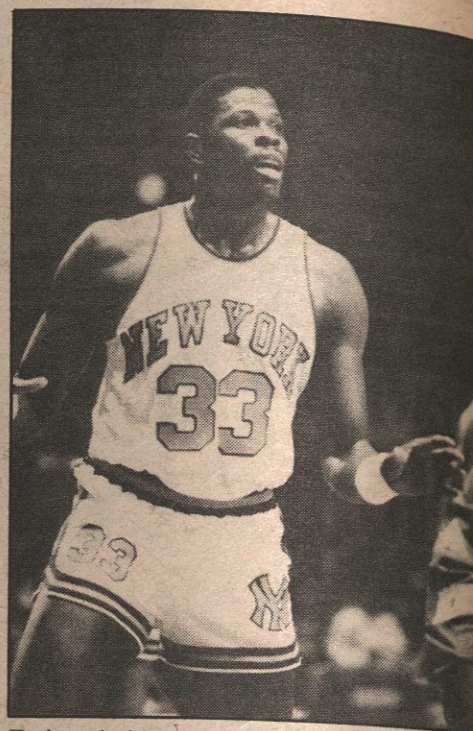
Celtics Make Annual Children's Hospital Donation

For each of the past four years, the Boston Celtics have contributed a portion of the proceeds from their annual pre-season game at the Boston Garden to the Children's Hospital Medical Center in Boston. At halftime of the Celtics' opening home game against the Milwaukee Bucks on October 30th, Celtics General Manager Jan Volk presented a check from the organization to David Weiner, President of the Children's Hospital Medical Center.

"The Celtics owe a great deal to the Boston community for the support we've received over the years, and this is one way we can return something to the community," said Volk recently.

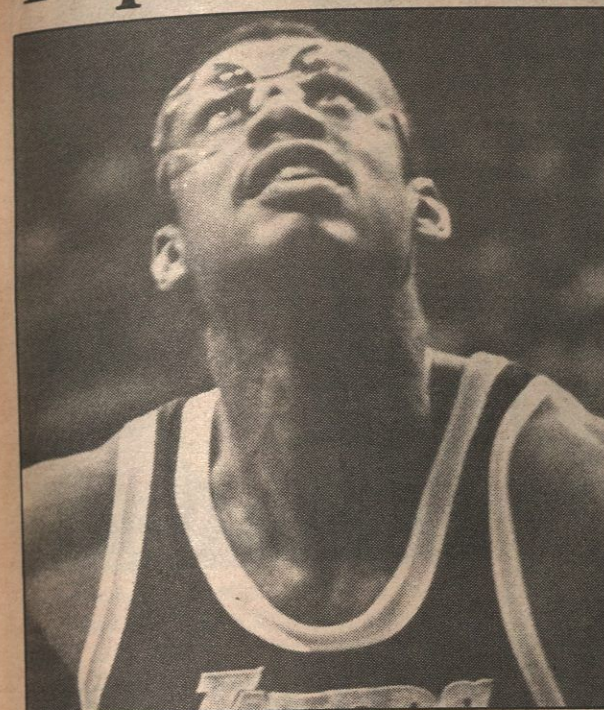
Weiner, in accepting the check, said, "We have enjoyed our relationship with the Celtics over the years, and it is gratifying to be associated with an organization that understands and accepts its commitment to the city that supports it."

The Celtics won the pre-season game from which the funds for the donation were raised, defeating the Philadelphia 76ers by a 111-109 score.



Ewing: he's got to play his style.

Can the Lakers Repeat?



Abdul-Jabbar: little scalp left.

To be sure, winning the NBA championship certainly beats finishing in last place. However, uneasy does lie the head that wears the crown. Just ask the defending champion Los Angeles Lakers, attempting to become the first team to string together back-to-back titles since the Celtics turned the trick in 1967-68 and 1968-69.

Because of the Lakers lofty status, everyone and their kid brother will be gunning for them. It goes with the territory. To some teams, beating the Lakers would make their entire season.

"Winning the title means no summer and everyone trying to get a piece of your scalp," Laker center Kareem Abdul-Jabbar says. "And I don't have that much scalp left to give."

One would think LA Coach Pat Riley spent the offseason in his custom made designer threads, savoring last year's win-it-all campaign. Guess again.

"I couldn't even enjoy winning the championship because now we have to figure out how to do it again," Riley says.

Don't expect Riley to get even a smidgen of sympathy from his NBA brethren. There are only 22 other teams in the league that wouldn't mind being in the Lakers' sneakers. Then again, the Lakers are in a position that could be problematic. Check with the Celtics--they know--they've been there.

"To me it's no mystery why teams haven't repeated," Celtics Coach K.C. Jones says. "Teams improve through the draft and teams improve through trades. And everyone guns for the teams at the top."

It will take more than a few bazzookas, elephant guns and M-14s to shoot down Los Angeles. The Lakers improved themselves during the offseason, acquiring bad boy forward Maurice Lucas from the Phoenix Suns and using their first-round pick to choose Oregon State forward A.C. Green. Lucas has already found his niche with the Lakers. Green is highly regarded, but it will take him some time to break into Riley's rotation.

The Lakers have looked strong in the early going. They recently whopped the Phoenix Suns, at least a competitive club, to the tune of 144-107, at Phoenix.

"They kicked us, they flat-out drove us, they thrashed us," Suns Coach John MacLeod said after the game. "They're the best team in the league."

LA is certainly number one until someone can knock them off that perch. The general consensus around the NBA is if anyone is to upend the Lakers in their bid to make it two straight championships, it'll have to be the Celtics.

But Riley feels the only team who can stop the Lakers is the Lakers.

"The only thing that can beat a team as talented as this," Riley says, "is either injuries or the inability to handle another championship."

The Celtics beat the Lakers in the title series

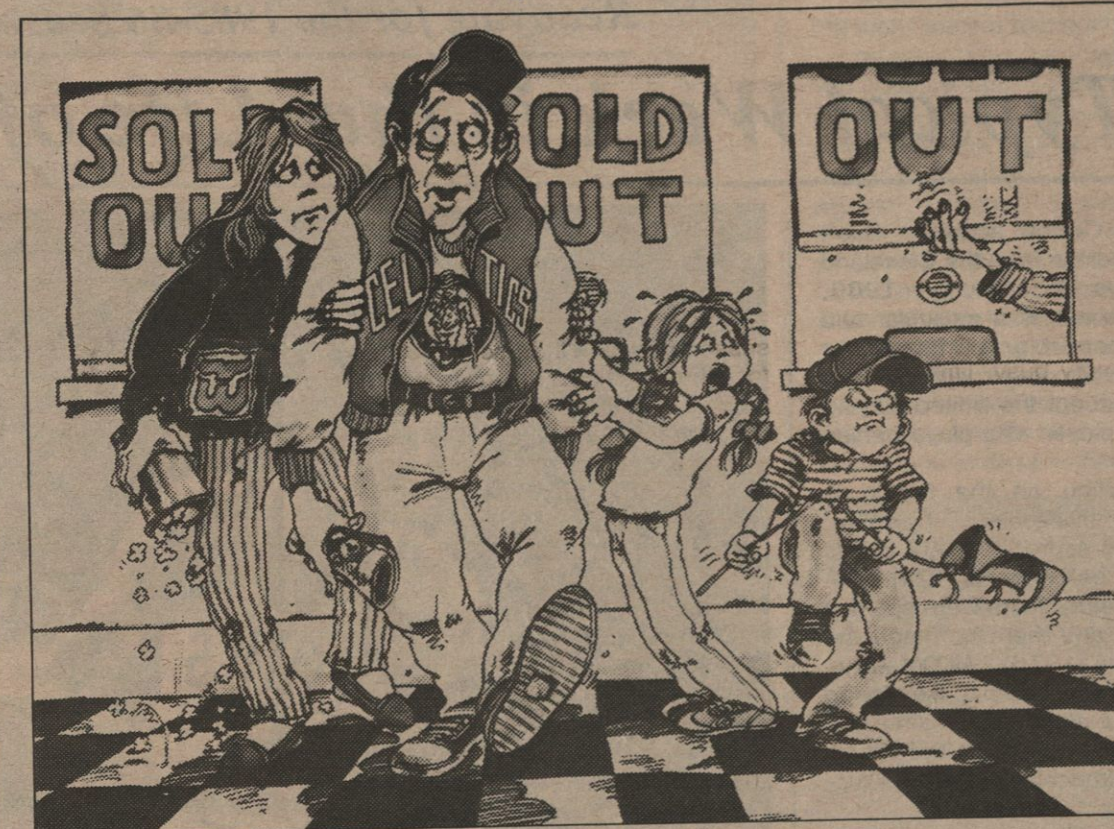
two years ago, something Los Angeles didn't handle very well. The Lakers believed they should have come away with that series, and entered the 1984-85 with revenge on their minds.

"You lose something like that, and you've got all summer to think about it and come back winning," Lakers forward Kurt Rambis says. "That's the difficult part of winning it all. You get lulled away from your primary objective. You get all these things in the periphery."

Taking the second consecutive title trophy back to Los Angeles is in the forefront of all the Lakers' thoughts, however.

"That's become our mission," Rambis says. Is it mission impossible? We'll find out.

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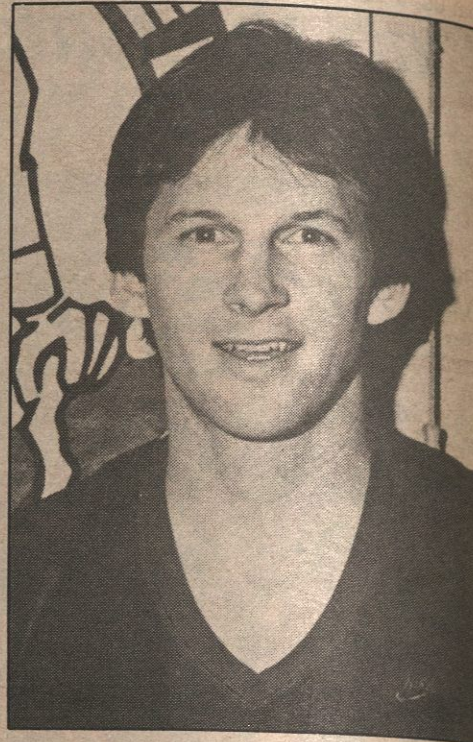


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Scott and Kim Wedman: add a great deal to the Celtics scene.



Readying for the 1985-86 Season:

A Typical Week in the Life of Scott Wedman

The Celtics acquired Scott Wedman from the Cleveland Cavs in January 1983. Wedman is a muscular and dependable swingman for the team, a role player with a willing attitude to accept the limited playing time of the player who plays behind Larry Bird.

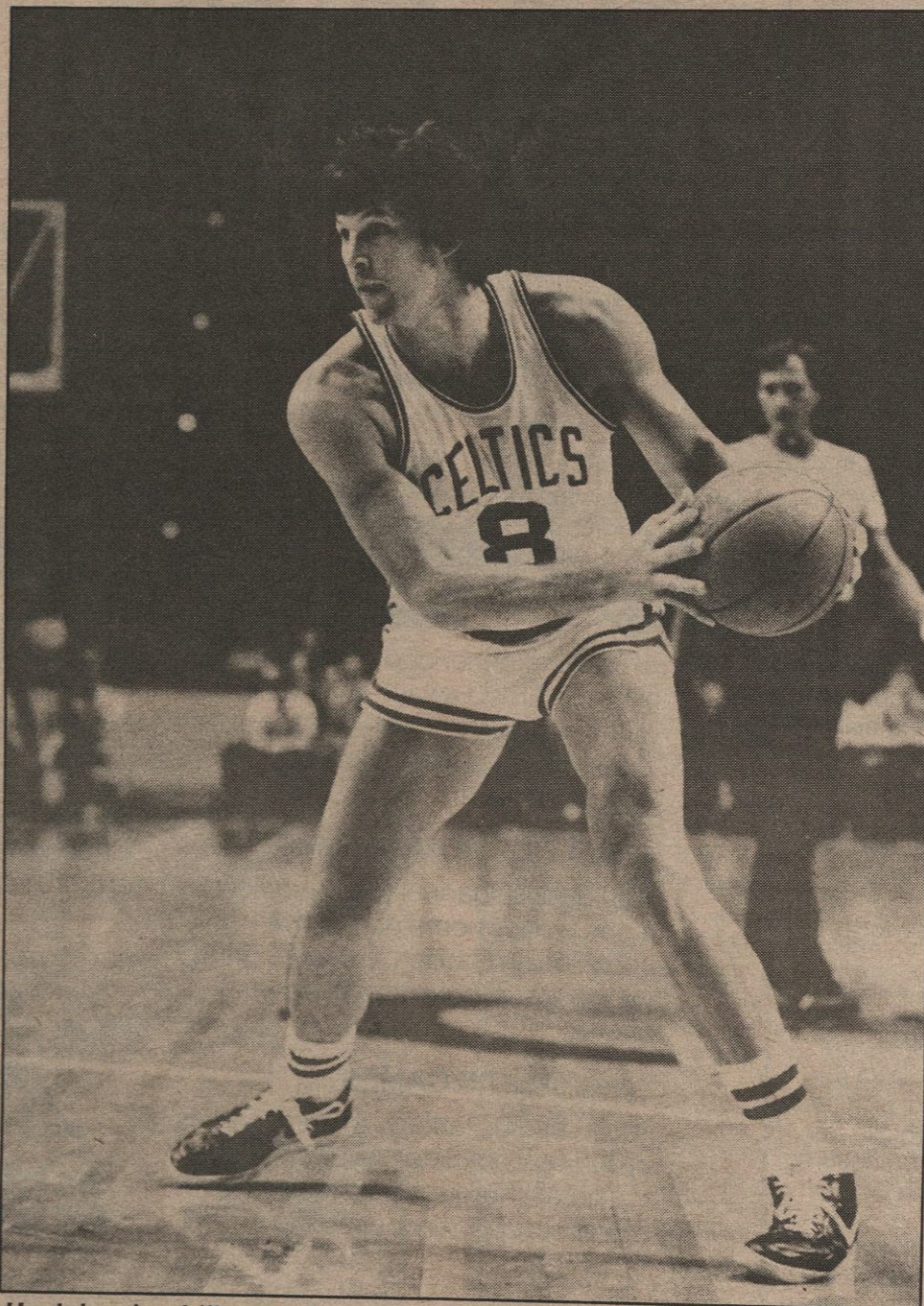
His position on the bench is somewhat misleading however. Wedman had scored 11,262 points (13.7 ppg) entering his 12th NBA season. His early years were spent in Kansas City and there he made the All-Star team (1976), All-Defensive Team, 2nd Team (1980). He signed with the Cleveland Cavs after the 1981 season when both the Kings' and Cavs' franchises were in upheaval.

Because his new team was dismal in Cleveland, during the Ted Stepien years, Wedman became something of a forgotten talent. He had averaged 19.0 ppg in a searing playoff run by the underdog Kings in '80-'81, and played superbly—as a guard, for the first time in his then-7th season NBA career.

Since Wedman was apparently overlooked, the Celtics were able to acquire him for Darren Tillis in 1983. In Boston, Wedman has been a useful role player. He's swung between forward and guard and his highlights include the vital game-winning field goal in Game 2 of the 1983-84 winning championship series against the Lakers.

He also shot 11-11 off the bench in last season's Final Game One, a playoff record.

The following is an informal diary Wedman kept during the first week of the season. The team practiced in



Hard shooting drills pay off.

Boston Thursday morning, October 24, before flying to New Jersey for the season opener.

Boston. Thursday. We went through a decent practice this morning, one which focused mostly on offensive execution. I think we had a very competitive Pre-Season and I personally was glad to get going with the exhibition games.

The two-a-days can be tough. When the games start, we generally only practiced once a day.

After the team worked out, I spent some extra time running. This took around ten minutes, and then I went through some hard shooting drills. These included shooting on the move, shooting with a player running right at me, and finally concluding with 3-point goals.

I took my time showering and then I drove home where I just mainly try to relax and forget about it.

Boston and New Jersey. Friday. I woke up fairly early for the ten o'clock flight out of Logan and ate a solid breakfast of oatmeal and bananas. It was a leisurely drive to the airport and during the brief flight I read some magazines and rested mostly. We hustled to the hotel, I ate a fairly early lunch, and rested for several hours before the game.

The game was a letdown; we had a big lead and it slipped away. I felt I played pretty well in the first half and I was relaxed and comfortable. We have a new bench and I thought it was important for that part of our team to start off well. But it was frustrating—we didn't play well off the boards and Buck Williams really hurt us. Even though we had the advantage until the last few seconds, they

beat us, 113-109. But the benefit of the regular season: we play frequently and you get ready for the next one.

Cleveland. Saturday. Up early and on to Richfield, Ohio. I have had some satisfying and some sad times in Cleveland in my career.

I signed with the Cavs after the 1980-81 season, a time when I probably would have preferred to stay in Kansas City. We had had a playoff season the previous year and we (Ernie Grunfeld, Otis Birdsong, Phil Ford, Reggie King) felt that the chemistry was certainly there for us to continue developing as a contender.

But the ownership wavered throughout Otis's and my negotiations and eventually Otis signed with the Cavs—and then would be traded after the Kings matched the offer sheet. I ended up staying with Cleveland.

As a Cav, I blended into what was a depressing situation. Players like Billy Laimbeer, Mike Mitchell, Randy Smith, and Kenny Carr came and went. The Coliseum was nearly always vacant. But as a pro you have to perform well, out of professional pride and respect.

Last season I played very well here after Larry (Bird) was out with his elbow injury. We lost, but the crowd cheered hard for me and admittedly there was self-satisfaction.

I checked into my hotel room at the Airport Marriott and found myself in the middle of a slight mistake; the Washington Redskins had a game with the Browns the following day and one of the Redskins and I had the same room. We worked it out.

I only played a few minutes in the game but it still felt good to win. The games are early in the year, but we definitely did not want to lose our first two games.

Bird and I had a small wager on the World Series, and we were all interested in seeing who would take it. He's a big Cardinal fan—I happily relieved him of his wager. The next night, I doubled my money.

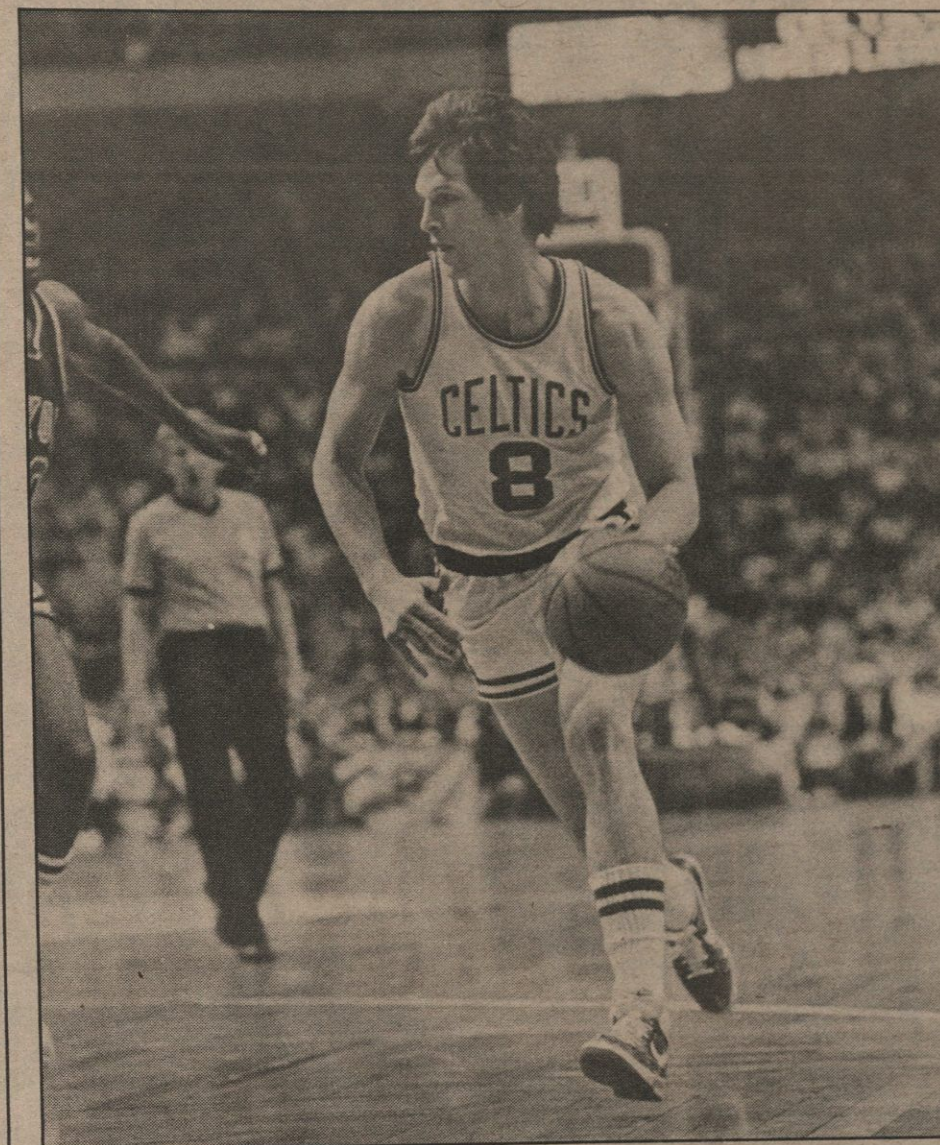
He was sure the Cardinals were going to win!

Boston. Sunday. Back home, and we have a quick chance to see where we are, initially, as a team. You're disappointed when you don't win every game but the situation must be approached positively. That is, what we have learned as a unit in order to become a consistent winning club?

I believe the effort is there; we have a bench full of new guys who are really enthused and anxious to contribute. I think we need to get stronger defensively and we need to be better on the offensive boards.

The exhibitions are for conditioning but the regular season allows you to find out where you are real fast.

Boston. Monday. We had a productive, 2-hour workout, including



A comfortable routine is indispensable.

3-on-3 full court scrimmages. I guess K.C. thinks we need to be smoother in the transition situation. I continued working out after practice and left then to take my wife Kim to the airport; she's flying home to see her parents in California and they're celebrating her uncle's 70th birthday.

During the largest segment of the season, our time is taken up by planning around the team's schedule. I did several errands and rested later in the day.

Boston. Tuesday. It's the day before the home opener and we play the Bucks in that one. The Bucks play an aggressive defense and it must be attached with a likewise aggressive offense. We drilled on offensive execution, particularly on ways to free the wing players for open shots.

Boston Garden is a special place to play. Beyond the tradition, the fans are critical. They let you know when you're playing well; if you're playing poorly, you hear about that too. I think they help the players' concentration level.

After practice I participated in a Public Service Announcement filming arranged by Tod Rosensweig of the Celtics Office. McHale, Parish, M.L. Carr, and I were videotaped promoting Governor Dukakis' seat belt program. I was filmed second, and it took ten takes for a two line message. But the

I had spent some time doing interviews after the workout, and then later at home I caught up on some paper work related to my business and real estate in Kansas City. If there are major difficulties, I want to stay on top of it. But mostly during the season, the game's the priority. It's important to be aware of the corporate environment, however.

Then I continued working out—weights, the stationary bike, and stretching.

It's my opinion that a comfortable routine is indispensable. I like to work on specific areas of the game after practice; for example, shooting after running around low post picks, and ballhandling. The latter may be something simple like dribbling repeatedly full court. Within practice time and after, I'm continually concentrating on conditioning.

At home, mostly it's relaxation. And Kim and I like to go out with friends.

Relaxing and conditioning—it's the way I want to approach the game.

Boston Garden. Wednesday. We played fairly well against the Bucks and most importantly, came away with the win, 117-106. Our defense hustled out constantly against Moncrief, Cummings, and Pressey and K.C. was pretty pleased. I had a good streak in the 2nd period, hitting three long jump shots, then it got a little worse later...

I'm still feeling my way right now. Several new players mean continual adjustments but I think the new guys will work out well. I want to play well to continue to deserve time.

Auerbach-Fitzgerald Team Up Again for Second Book "On and Off the Court"

The writing team of Red Auerbach and Joe Fitzgerald have concluded their second book together, *On and Off the Court*. Their first collaboration was *Red Auerbach: An Autobiography*, which turned most of its focus on Auerbach as a basketball figure. The current volume appears to be targeted for a wider audience.

Celtics President Auerbach has begun an extensive promotional tour coinciding with the release of the book. He signed copies of the book at the Boston University Bookstore on October 29. He appeared at The Boston Globe Book Festival November 9, and according to co-author Fitzgerald, has appearances lined up with the program "Good Morning America", and tentative guest schedulings with Johnny Carson and David Letterman. The tour includes Houston and Seattle, and several book fairs.

"The responsibilities of the job broke down into three areas," writer Fitzgerald commented last week. "We collaborated during the interviewing and taping of the book, and Red was great. Then I retreated to a house in New Hampshire last winter and wrote for sometimes as much as 20 hours a day."

"Now Red has the job of going out and promoting."

Boston University for example ordered 100 copies of the book when Auerbach appeared there last week.

"The idea is really to emphasize Red's pulling power," said Fitzgerald. "If I went there to do publicity for the book, it wouldn't improve the sale of the book by a nickel."

"Red's in the 'celebrity' category—like Jan Fonda, Henry Kissinger. His appearing gives the book popularity."



Dennis Johnson

Celtics Confidential

By Bob Schron

NBC Interest: According to local correspondent of NBC Radio, Carl Beane, there is an even greater interest in the Celtics from that network than perhaps every before. "There is a high interest in the top three teams in the league, i.e., Los Angeles, Boston, Philly. The interest in Boston of course now centers on the health status of Larry Bird, the emergence of Kevin McHale, and the addition of Bill Walton"... It is interesting to observe the mutual respect developing among the superstar level players on the Celts. Four years ago at a clinic Larry Bird commented that a player he modeled his game after was Bill Walton. Now Walton is, from all appearances and statements, acquiring a like feeling for the great Bird. "I would enjoy having the opportunity to play with Larry Bird" stated the redhead in an interview last November.

Last week when asked about the improvement in the game over his career, Walton felt that the game is better simply "because of Larry Bird"...

Robert Parish has seemingly benefited from Walton's arrival. The two tangle during practice, and sometimes practice solo moves in one-on-one games after the formal sessions end. "I think the addition of Bill has made us both better," commented Parish. "I don't think I'm any different, but he's made me more aggressive. With Greg Kite and him working you around it makes you play that much harder."

About Walton's other skills, Parish stated, "Walton's defensive rebounding and passing are outstanding, and his defensive rebounding is the best in the league. He's also got the best timing and awareness of the ball off the rim in the league..."

Tom Carelli, the enthusiastic and effective producer for *Celtics Pride* columnist and WRKO Celtics announcer **Glenn Ordway**, produced an action-packed highlight program of 1984-85 Celtics games before the season opener at New Jersey October 25. "The review wasn't put together with any negative thought in mind," he remarked. "My approach was, 'two games closer and the Celtics would have repeated.'" Among the selections on the program were, 1 - Larry Bird's fight with Julius Erving in November. 2 - Red Auerbach Weekend. 3 - Kevin McHale's game-winning shot against the Los Angeles Lakers in January. 4 - Bird's back-to-back buzzer shots to defeat Portland and Detroit in January. 5 - Bird's and McHale's unprecedented franchise scoring records. 6 - Bird's steal from Andrew Toney to clinch



"The game is better simply because of Larry Bird"...Bill Walton

the playoff series against Philadelphia, and 7 - Dennis Johnson's buzzer beating shot to defeat the Lakers in Game 4 of the championship final.

Glen Ordway narrated and most of the commentary was provided by legendary Johnny Most. "What material with Most at the mike," Carelli admired...recent visitor at Celtic practice was Brandeis mentor **Bob Brannum**, former Kentucky and Michigan State All-American (1950) and Celtics enforcer...**Charley Pierce** of the *Herald*, currently doubling on the Celtics beat, is also an expert on the Big East and general collegiate scene. About former Celtics **John Thompson's** Georgetown team, Pierce stated, "They remind me a lot of how UCLA was, between the Abdul-Jabbar and Bill Walton eras. A bunch of great, great ballplayers lacking the big name center, but determined to prove they are the best in the collegiate game anyway."

Pierce also feels that Boston College will contend eventually this season despite their youth. "Because of Gary Williams's coaching," states Pierce.

Scott Wedman, Kevin McHale, and former Celtics player M.L. Carr did Public Service Announcements for Governor Dukakis' backed new seat belt law in Massachusetts. Scotty's "When I play ball, I keep my guard up. When I drive, I wear my safety belt" segment, which featured the forward catching a pass from off-stage and passing it away from the camera, took ten takes...Carr has been involved with more programs for **Bank of Boston**, featuring stay-in-school and drug education themes. "I

am trying to stress the importance to the students of putting themselves in the position of making their own decisions. Frequently it's boredom which causes problems; I am saying replace boredom with creativity and short-term goal setting."

"Do things to keep their minds growing in social and cultural settings. At any age, replace substance abuse with productivity."

Recent Boston television ratings indicate the continued popularity of the Celtics. The *Globe's* **Jack Craig** reported the Larry Bird's early pre-season absence cost the team ratings points. But when the regular season began, the Celtics-Nets game on opening night drew an 8.3% of the area's 1.9 million homes, in the difficult Friday night time period and the game was the fourth rated sports program for the entire weekend. **Celtics-Cavs** drew a 4.9% the following evening, which ranked eighth...

A virus swept through the team quickly as they prepared for the opener. **Rick Carlisle** was forced to miss the trip to New Jersey, and McHale and Johnson were similarly affected.

Black sneakers. Former Celtics and Bucks' Head Coach Don Nelson was involved in an ongoing dispute with the league because Nelson has wanted to wear sneakers during his game coaching. NBA rules specifically prohibit this; one of the reasons for the restriction is endorsement of any sneakers by coaches during games is prohibited. Nelson wore the sneakers---black---during the Celtics-Bucks contest in Boston

October 30. With tape wrapped around the logo of his ---Converse--- shoes. "I'm making a stand on this issue," Nellie declared. "This is what I like to teach in and I think it helps my approach during games to be wearing the practice shoe."

Jim Stamos has carefully recorded the game's statistics for several radio and television crews throughout his eight season in the league. The Hartford, CT native has travelled extensively from that town: Boston Garden, The Meadowlands, Madison Square Garden, The Spectrum in Philadelphia, the Capital Center in Landover, MD. He worked in an advertising agency in Hartford and now is the chief of the stat crew on WTBS.

He began the season flying: He was in New Jersey opening night for Boston-New Jersey, in Dallas four days later for Dallas-LA; the following night he was in Boston to take in Boston-Milwaukee, then two nights later he was in Detroit for the Pacer-Pistons, to be followed the next night in Washington for the Celtics-Bullets clash.

He is another who works in the shadows of the league, but without people like him, the league would be much less effective.

From **Monty French**, a captain of Security Systems, who police the Celtics game-night crowds: "The Celtics Fans are acutually very easy to deal with, particularly early in the season when the season ticket-holders are watching the games. When they allow other people to use their tickets, sometimes there are problems but not often."

"The only time we ever have a problem is the final game of the year and the Celtics appear to be winning the title. Then everybody wants to be part of the show."

The NBA, Celtics, and Miller Beer held their annual All-Star luncheon last week to promote the game and the Celtics whose names will appear on the ballot. The Celtics are **Robert Parish, Larry Bird, Kevin McHale, Dennis Johnson, and Danny Ainge**.

Bird won the MVP of the Game in 1982 and Parish was the runnerup in the voting that year. DJ has made the team in both conferences, and former Celtics great Tiny Archibald won the classic MVP in 1981.

The All-Star nominees were chosen by the following panel: **Dick Stockton**, CBS broadcaster; **Rick Barry**, WTBS broadcaster; **Fran Blinbury**, sports writer for the *Houston Chronicle* and President of the Professional Basketball Writers of America; **David Dupree**, sports writer for the *USA Today*; **Al McCoy**, broadcaster for the Phoenix Suns; **Jack McCallum**, sports writer for *Sports Illustrated*, and **William R. Barnard**, sports writer for Associated Press.

GAME BY GAME - REVIEW

October 25, at New Jersey
New Jersey 113, Celtics 109

The Celtics had a 19-point lead in the third-quarter, but were unable to hold it, as the Nets notched an overtime win. It was the first NBA head-coaching victory for Dave Wohl. Wohl had been an assistant with the Los Angeles Lakers.

Net forward Buck Williams and guard Micheal Ray Richardson both score six points in the OT. Richardson's 21-foot jumper with two seconds left in regulation sent the game into overtime.

Larry Bird opened the 1985-86 campaign in fine style. The Boston forward had 21 points, 12 rebounds, 10 assists and eight steals. Robert Parish had 19 points for the Celtics, and Kevin McHale and Dennis Johnson scored 17 apiece.

What plagued the Celtics in the extra session was playing without two of their key big men, Parish and McHale. Both had fouled out.

"Down the stretch, with Robert and Kevin on the bench, we just couldn't stay in the ballgame," Boston Coach K.C. Jones said. "New Jersey did a good job of coming back. They did a good job of hanging in there."

October 26, at Cleveland
Celtics 105, Cleveland 100

Twenty thousand nine-hundred fans turned out at the Richfield Coliseum to see this rematch between two opening-round playoff teams of a year ago. And this battle was as intense as those post-season bouts.

Once again, Bird was the word for the Celtics. He scored 11 of his 20 points in the third quarter, enabling the Celtics to pull away with a seven-point lead and hold off the Cavaliers. McHale had 21 points and 15 rebounds; Parish tossed in 20 points and Danny Ainge chipped in 16.

World B. Free led the Cavs with 22 points. Former Boston College ace John Bagley had 18.

Cleveland led at halftime, 55-54, but trailed, 84-77 after three periods of play. Boston hit 14 of 19 free throws in the third quarter, seven of those by Bird.

October 30, at Boston
Celtics 117, Milwaukee 106

A team effort made the Celtics' 1985-86 home opener a success.

Bird made seven of eight shots and scored 20 points in 16 minutes of the first half, but was bogged down by foul trouble. He had four fouls in the first half and sat out the third quarter.

Bird did come back to help out with two points and four assists in the final 12 minutes. However, the star of the game was Dennis Johnson, who scored seven of his 24 points during a two-minute Celtics rally in the fourth quarter.

McHale had a Boston-high 25 points, Bird scored 22 and Parish 20. Parish also pulled down 13 rebounds. The Bucks' Ricky Pierce came off the bench to lead all scorers with 26 points.

Milwaukee Coach Don Nelson, a former Celtic, picked up two technical fouls and was ejected from the game early in the fourth quarter.

November 1, at Boston
Celtics 109, Atlanta 105

Bill Walton, who didn't do much in his first three games in the green and white, made major-league contributions on this night. Walton scored 14 points and pulled down eight rebounds. Six of Walton's points came during an 8-0 spurt in the fourth quarter, which wiped out a 96-91 Hawk lead. His three-point play put the Celtics ahead for good, 98-96. Atlanta had the five-point lead with 2½ minutes to play.

"I like tough ball games," Walton said. "And you've got to be ready when the coach calls. I love to be in there."

Said Hawk forward Dominique Wilkins: "Walton creates a lot of confusion under the basket. When you've got two seven-footers like they do, it causes big problems. Boston has two great centers in Walton and (Robert) Parish."

Bird had 25 points, 7 rebounds and 5 assists for the Celtics. Kevin McHale had 22 points and 10 rebounds, and Danny Ainge scored 18 points.

November 2, at Landover, Md.
Celtics 88, Washington 73

The Bullets couldn't shoot straight, making things pretty easy for the Celtics. Washington made just 28 of 82 field goal attempts, an arctic 34 percent. In the second quarter, the Bullets sunk just four of 26 shots from the field. Washington scored just 17 points in second quarter, 14 in the third.

While the Bullets were missing nearly everything they threw up at the basket, Danny Ainge was on target for Boston. The guard hit 10 of 17 shots, scoring a game-high 20 points. Kevin McHale added 18. Larry Bird had 10 points and eight assists.

Jeff Malonex led the Bullets with 18 points and Darren Daye had 17. One note of interest: Seven-foot-seven center Manute Bol had no points and eight rebounds for the Bullets.

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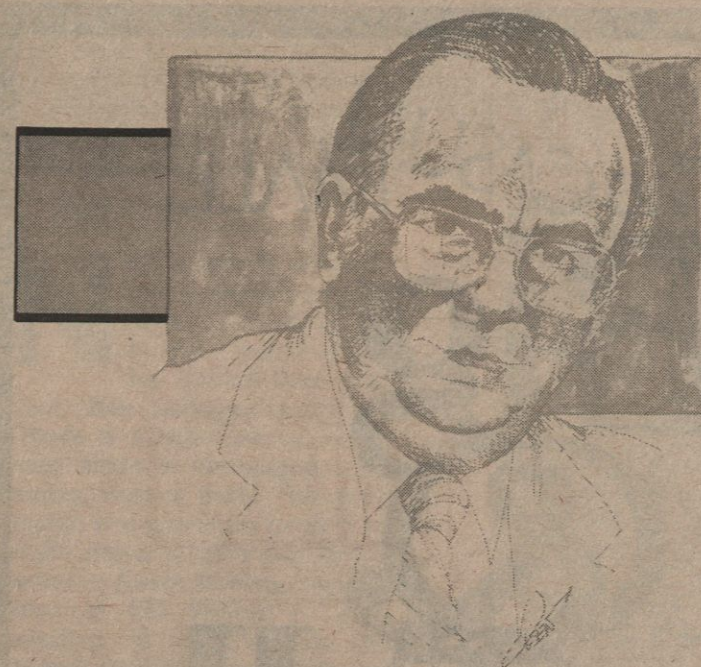
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Eddie Gnillooly

Some Have it, Some don't!

Manute Bol has it. Patrick Ewing doesn't. Bol, the 7-foot-6, 200-pound Dinka tribesman from Sudan, the 31st player selected in the NBA draft last June, has become, in the early going, a bona-fide gate attraction. Manute is not starting for the Washington Bullets and he is a long way from being a quality player but he's selling tickets-lots and lots of tickets.

A terrorizing shot blocker, Bol possesses that uniqueness known as charisma.

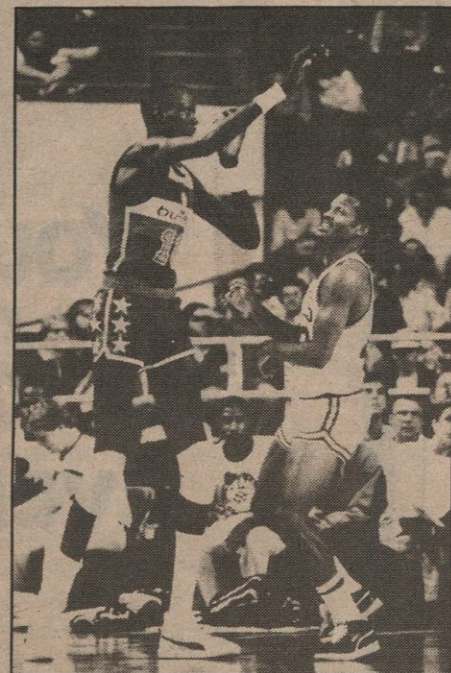
Ewing, the No. 1 draft pick and the highest paid rookie ever, has lured many of the disgruntled New York fans back to Madison Square Garden but he won't match Bol's magic as a road attraction, especially during the first trip around the league for both players.

The 7-foot, 240-pound Ewing, who did his basic training at Georgetown University, is a multi-talented player. Eventually, barring injuries or mishandling, he will become one of the NBA's all-time greats but he does not possess that uniqueness known as charisma.

Bol, if he continues to improve, could join an elite group of NBA players who have enhanced their opponent's (and the league's) coffers with their charisma and ability to sell tickets. Starting with Wilt "the Stilt" Chamberlain, the group includes Kareem Abdul-Jabbar, Julius "Dr. J" Erving, Pistol Pete Maravich and Larry Bird.

Certainly, there have been countless super-stars who were exciting to watch such as Bill Russell, Oscar Robertson, Elgin Baylor, John Havlicek, Jerry West, Dave Cowens, and today's numerous stars but none possessed that singleness, that special aura, to attract fans.

Bob Cousy, George Mikan and some others in that era had charisma but it's difficult to measure their ability to sell tickets since the pro game was fighting for survival and the crowds



Manute Bol has charisma.

were not substantial. There's no question that Cousy and Mikan are legends.

Magic Johnson falls in the same category as Russell, Cowens, Havlicek, Baylor and West. They were members of great basketball franchises that attracted crowds in every arena as a team. Maybe if they were in different situations, they could have achieved acclaim as ticket sellers.

When the Milwaukee bucks drafted Lew Alcindor, aka Kareem Abdul Jabbar, in 1969, they attempted to change the league rules which would have provided the visiting teams with a percentage of the gate. Since its inception, each NBA franchise has paid its own expenses for road games. The home team keeps the entire proceeds from each game.

The bucks management argued the other teams in the NBA should half defray Jabbar's salary because he would fill every arena in the league--which he did.

Naturally, the Bucks' proposal was never adopted. Celtics GM Red

Auerbach led the fight against it, claiming, and rightfully so, the Celtics had been the best attraction in the league for years and were never compensated by other teams.

In the early 1970's when the Boston Garden crowd averaged between 7,000 and 10,000 a game, Jabbar and Pistol Pete Maravich would increase ticket sales by as many as 2000 a game every time they visited Boston. They even had the ability to outdraw the Harlem Globetrotters and the NBA doubleheaders which were regular features on game nights.

A Bill Russell-Wilt Chamberlain matchup always lured large crowds in Boston and Philadelphia but Wilt, a scoring machine throughout most of his career, would attract a crowd wherever and whenever he played. Russell would attract crowds as a member of a winning Boston Celtics team.

Then along came Dr. J and his aerial flights to the basket and the phenomenal all-around talents of Larry Bird. This pair has played before more sellout crowds than any player in NBA history. They are the league's premiere ticket sellers. Dr. J has faded a little but Bird continues strong.

When Larry Bird was negotiating his contract in 1979, I wrote the Celtics would have to sell 2500 additional tickets to each of the 41 home games in order to pay the salary his agent Bob Woolf was seeking.

I thought Woolf's demands were ludicrous at the time because an increase of 2500 tickets per game seemed like an impossible task for the Celtics to achieve since their highest season average up to that point was 11,500. Based on an average of \$8.00 per ticket, I wrote the Celtics would need 14,000 a game to cover the costs of Bird's contract.

Impossible? No way. Larry Bird shattered my theory. Since signing his contract in 1969, the Celtics ticket has become the hottest ticket in Boston. He did for the Celtics what Bobby Orr did for the Bruins.

Incredibly, the Celtics have sold out 224 home games out of a total of 248 since Larry put on the green and white uniform. In addition, he has boosted ticket sales by a substantial margin in every NBA city during his six years in the league. He is a goldmine. He possesses charisma.

Bol has "it" now but he could

prove to be a flash-in-the-pan if he cannot improve his game on a steady basis. From every indication so far, he could become a force in the league and maintain his present charisma. He's only played basketball for a few years and had just one year of college basketball (Bridgeport).

Fans are buying up tickets figuring they will get their money's worth watching a side show--the skinniest and tallest player ever to perform in the NBA. But they are getting more than they bargained for. Bol is legitimate. He's making team's change their offense and player's alter their shots.

You have to know he's legit when Johnny Most takes time to pin a nickname on him. Most is liable to change but at the present the Celtics announcer is calling Bol "McTwiggy". That's an affectionate tag for the 23-year-old who represents the tallest tribe in Sudan. Eventually, Most might wind up calling him Nasty McTwiggy.

As for the poker-faced Ewing, his stock will rise once the Knicks are able to put some NBA players on the court with him. Injuries have decimated the Knicks and Ewing's chances of getting off to a great start in the league. Too, it could be said that Hubie Brown is not the right coach for Ewing's talents.

Brown has earned his reputation as an NBA coach through gimmicks and zone defenses. The Knicks game should be styled around Ewing's game. He should be allowed to play his style which is a running game. He has the potential to be awesome.

Usually, a franchise player of Ewing's ilk is able to turn a team around the first year as Jabbar did with the Bucks in 1969-70 when the Milwaukee team posted a 56-26 after finishing last the previous season without Jabbar at 27-55.

Bird earned the distinction of being the only non-center able to turn-around a team. He transformed an over-the-hill Celtics team that managed a woeful 29-53 record in 1978-79 into a 61-21 team in his rookie season.

In his first six years with the Celtics, the team has compiled a 367-125 regular season record. In the Bird years, the Celtics have won five of six Atlantic Division titles and two NBA Championships. They finished second in the Atlantic Division in 1982-83 with a 56-26 record.

Jabbar and Bird each led their respective teams to the NBA Championship in their second year in the league--Jabbar in 1970-71 and Bird in 1980-81. Jabbar has been on four championship teams, Bird two and Dr. J. one.

As for charisma, Bird and Jabbar still have it. Dr. J's is waning and Bol's is building. The Bullets made a great choice in selecting Keven Stacom's protege. He's filling the seats at the Capital Centre in Landover, Md. and exciting the fans with his shot blocking.

It's All Up Hill for John Bach

Coach John Bach anticipated good things happening to his Golden State Warriors this season.

"I felt this was the year we would prosper," Bach says. "I thought if success was to come our way, it would be this year. We had some players who could get us into the playoffs. But there's been a short delay with getting all the people on board."

And how. The Warriors finished 24-58 last season, and would end up with the seventh overall choice in the draft. They took St. John's guard Chris Mullin, who summarily became a holdout and has yet to agree to terms. Team captain Purvis Short, the team's leading scorer and a player who has been with the Warriors longer than anyone else on the roster, decided he wanted to renegotiate his contract.

"That was shocking," Bach says. "No one ever expected him to walk out on his contract."

Another blow dealt to the Warriors was a knee injury to forward Greg Ballard, an offseason acquisition from the Washington Bullets. Ballard underwent arthroscopic surgery recently and has been out of the lineup.

Because of those absences, Golden State has had to bring in players from all over the place. Ex-Trail Blazer and King Pete Verhoeven, veteran guard Geoff Huston, forward Guy Williams and center Ron Crevier were signed just before opening day. Verhoeven, Huston and Williams are all seeing considerable action. The Warriors also have forward Peter Thibaux, who spent most of his time last year in the CBA, in the starting lineup. This is not the kind of group which would make the Lakers stay up all night, worrying.

"They (the new players) had practice and a shoot-around to get ready for the season," Bach says. "That's not an ideal entry."

"The team we have on the floor is quite competitive--our back-up roles are thin. We're asking some back-ups to start. We have new acquisitions and it takes time for a guy to know the system and what his role is."

Bach knows exactly what role Mullin would fill on Golden State-- if he were around, that is. The plan was to put Sleepy Floyd at shooting guard and let Mullin handle the point.

"We thought Mullin was a piece we needed," Bach says. "We've had small guards and have had to play against Magic Johnson, Walter Davis and all those big guards who can hurt you."

While Short walked out, Mullin stayed out and Ballard limped out, the Warriors have added a familiar face. He's 7-foot center Joe Barry Carroll, back after a year-long exile in Italy.

The Milwaukee Bucks had signed Carroll to an offer sheet over the summer, but the Warriors matched the offer and regained his services.

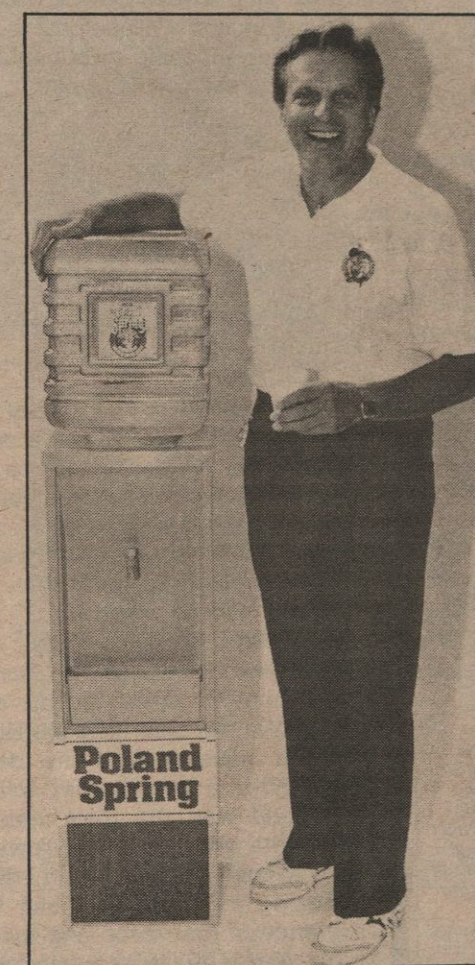
"It's great to have him back," Bach says. "JB's back with another

year of maturity. He's a professional center--he knows his role and he's more authoritative in it. And he's chose to speak to the press (Carroll was notorious for his past silence). That allows people to see he's not the sullen giant many people have labelled him to be. His comments are generally noteworthy."

"We all have to go out there and prove the Lakers can't run through it like eggs. We have to have spikes to make their path bloody and difficult."

So far, the Warriors have had a few spikes in their path. Bach, the old-time Celtics, hopes the road clears soon.

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Look for the Lakers

Last issue I previewed my predictions for the Eastern Conference with the Celtics leading the pack. This time it's the Western Conference. Even though the Lakers have loaded up with the addition of Lucas and A.C. Green, it should be a little more competitive this time around.

MIDWEST DIVISION

HOUSTON
DENVER
DALLAS
UTAH
SACRAMENTO
SAN ANTONIO

Houston's Twin Towers give the Rockets something most of the Western teams lack-REBOUNDING SUPERIORITY. In only his second NBA season, Akeem Olajuwon has

already established himself as one of the dominant offensive rebounders in the game. And Ralph Sampson gives Coach Bill Fitch a decisive height advantage in the high post. Then why did the Rockets get knocked out of the playoffs early by Utah? Well not all is rosy with the big guys...Akeem missed more free throws last year than anyone in the league. He also led the NBA in personal fouls (remember Darryl Dawkins missed a portion of the year) and his partner Ralph was the King of the Turnovers in the NBA. Houston's entire offensive game is played up front. But you need somebody to get the ball to the big guys. That may be the biggest problem with this team right now. Fitch seems content with John Lucas at the point. But looking at his past record, that may be at best a shaky proposition. Number one pick, Steve Harris from Tulsa should add strength at the shooting guard and Rodney



Sampson gives Rockets advantage.

McCray will continue to bail out the towers with his role as the small forward. The Rockets have the guns to win in the Midwest but without a true quarterback they remain a couple of notches shy of Los Angeles. The Denver Nuggets play the perfect game for their city's atmosphere... RUN... RUN... RUN... And by the fourth quarter, the opponent is struggling to catch a breath in the mile high air. But Doug Moe's adjustment at the defensive end after a blockbuster trade with Portland was the main reason the Nuggets won last year's Midwest title.

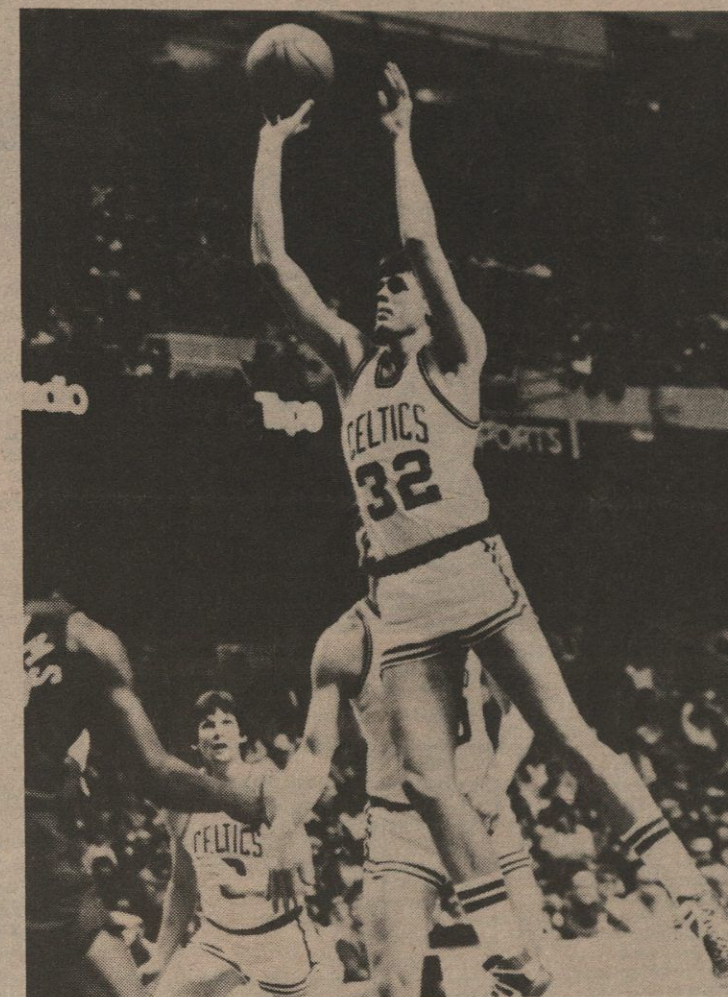
A loss of Calvin Natt, due to a nagging injury could mean the difference of first place and third place this year. The Dallas Mavericks went out and filled their biggest weakness by selecting two centers in the first round of June's NBA draft. And yet when you look at Uwe Blab and Bill Wennington in the lineup, it's hard to envision this year's Mavs team any better than last years. They possess high scoring forwards in Mark Aguirre, Jay Vincent and now newcomer Detlef Schrempf. The backcourt led by gunner Rolando Blackman and steady pointman Brad Davis will also get it's share of numbers on the stat sheet. Still, to win it all in the NBA you need a dominant guy in the middle. The Utah Jazz have

the league's most dominant shot-blocker in Mark Eaton. He like no one else in the game forces teams to totally adjust their offense. But, an injury to Darrell Griffith may prevent this team from mounting a serious challenge for the divisional title. The Kings made the off season move from Kansas City to Sacramento. Don't underestimate the impact a change of scenery can have on a ballclub. It's not a lot of fun to play before a tiny crowd every night (Especially when many nights their rooting for the other guys) Similar to Milwaukee, the new Sacramento arena seats just over 10 thousand. But loud, cozy passionate fans may be exactly what this somewhat talented bunch of players need to finally start winning. The Ice Age is over. The question now is...Where is the San Antonio Spurs franchise headed? probably somewhere in the basement.

PACIFIC DIVISION
LOS ANGELES LAKERS
PORTLAND TRAILBLAZERS
SEATTLE SUPERSONICS
PHOENIX SUNS
LOS ANGELES CLIPPERS
GOLDEN STATE WARRIORS

This is really two divisions in one... The Lakers and Blazers in the upper division...and the rest of the crew in the lower division. L.A. has improved itself tremendously with the acquisition of Maurice Lucas and A.C. Green. If Clyde Drexler and Sam Bowie continue to show improvement the Trailblazers may (I repeat...MAY) be able to mount some sort of a race for the division title. The rest of the Pacific Division are light years away from even seeing Los Angeles and Portland. Seattle, under new coach Bernie Bickerstaff, were finally able to sign free agents Tom Chambers and Danny Vranes. Along with All Star Center Jack Sikma, second year surprise Tim McCormick and rookie Xavier McDaniel, the Sonics possess a pretty potent front-line. The backcourt is another matter. Other than Gerald Henderson, Bickerstaff will have to scramble to find any dependable bodies. With Maurice Lucas gone, the Phoenix Suns are banking on second year man Charles Jones and rookie Ed Pinckney to fill a large void at the power forward spot. It just may be rebuilding time for John MacLeod's gang as he patches up the backcourt as well with Jay Humpries taking over the point guard for Kyle Macy now employed in Chicago. Joe Barry Carroll is "Back in the USA". Now only if the Golden State Warriors can keep Purvis Short and Chris Mullen there, they may have a shot at third place. Cedric Maxwell may help the Clippers, but Benoit Benjamin is probably two or three years away from having a major impact in the league.

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NBA Notebook

By Terry Lyons

The National Basketball Association caught a wave of success and is sitting on top of the world as the 1985-86 season swings into full gear.

The league faced troublesome times in the early 1980s, but behind a strong influx of new talent and the timely negotiation of league-wide collective bargaining and anti-drug agreements, the NBA has rebounded to new heights.

Everywhere you looked in the last week of October, the NBA was the topic of favorable reviews. **The Sporting News** featured a special story in its NBA Preview entitled, "Ailing NBA Makes a Miraculous Recovery." Newspapers across the land featured stories on NBA Commissioner David J. Stern and his successful methods of running the NBA's business operations. Even **Business Week** devoted its cover story to the NBA, featuring Stern and New York Knicks rookie Patrick Ewing in a story headlined, "Basketball: Business is Booming (The NBA Has More Going For It Than Pat Ewing)."

Why has the NBA suddenly become the hot topic of success? **Business Week** answered the question in its article's opening paragraph stating, "The NBA begins its 40th season... Only four years ago, the betting was that the league -- and much of professional basketball -- would never survive to celebrate that anniversary. Yet pro basketball has not only survived but prospered. Moreover, it has turned into a model of how a professional sport can and should be operated."

"Our constant theme," said Commissioner Stern recently, "is that, after putting your best team on the court, marketing as to take a priority over virtually everything else."

The NBA has instituted that theory in each of its 23 franchise cities, especially those where the talent on the court is not near the caliber of clubs like the Celtics, Lakers or Sixers. For NBA teams like the Indiana Pacers or Dallas Mavericks, strong marketing campaigns have kept fans in the seats. The clubs are preparing for the eventual maturation of young players like Wayman Tisdale in Indiana and Mark Aguirre in Dallas.

Backing up the aggressive marketing techniques utilized by NBA teams are the sound labor agreements between the NBA and its players. While other pro sports were facing the public relations nightmares surrounding players strikes, the NBA avoided such disputes with the innovative theory of imposing a salary cap on clubs to limit unreasonable



spending. Additionally, the NBA and its players agreed to an Anti-Drug program which calls for rehabilitation of players who admit to a drug problem but immediate and permanent dismissal from the NBA for any player found abusing drugs. The public opinion of both agreements helped the NBA put its best foot forward in recapturing the average fans interest in pro basketball.

Most importantly, however, the NBA's off-the-court dealings came at a time when the league opened its arms to incredible talent on-the-court.

Dating back to the great match-up of Larry Bird vs. Magic Johnson in the 1979 NCAA Championship game, the NBA has welcomed some of the potentially greatest players of all-time in just the past few years. Take a look and you've got Bird at Boston, Magic in LA, Aguirre to Dallas, Isiah Thomas in Detroit, Dominique Wilkins to Atlanta, Ralph Sampson and Akeem Olajuwon in Houston, Michael Jordan in Chicago. Add Patrick Ewing of New York and some of the other young rookies around the NBA to that list and you've got a team that's ready for the NBA All-Star Game.

All the NBA's success couldn't have come at a better time. The league is currently negotiating a new television deal for both network and cable TV and as one CBS Sports executive said when he was asked if the network was interested in the rights to broadcast NBA games, "Are you kidding. Absolutely!"

Before long, **Buck Williams** of the New Jersey Nets might be accepting his first Emmy award. Williams made his world premiere in acting as the lead player in a **Sports Illustrated** commercial recently filmed at the Meadowlands Arena. The Nets' power forward finds himself in the pressure situation of having to sink a free throw against Utah with only two seconds remaining in the game and

the score tied at 98-all. The commercial is similar to SI's previous spots featuring baseball's **Dan Quisenberry** and football's **Steve Largent**. Nets Coach **Dave Wohl** and starting forward **Mike O'Koren** also make brief appearances in the commercial. O'Koren and Williams, by the way, were among the NBA players to be married this past offseason. In addition, **Isiah Thomas**, **Roy Hinson**, **Kelly Tripucka**, and **Bill Wennington** tied the knot...Next time you're in Salt Lake City, be sure to tune in to "JazzTalk," an hour-long pregame show on KLUB-Radio 57. The sports-talk show is hosted by former Jazz writer **Dave Blackwell**, now the sports director of the Utah station. **Dave Fredman** of the Jazz co-hosts the show...A recent Washington Bullets release stated, "You'll Never Find" another team like the Bullets nor will you ever find another singer like **Lou Rawls**. The catchy news release plugged recent Bullet-Pistons game and postgame concert where Rawls performed hits like "You'll Never Find Another Love Like Mine." Speaking of the Bullets, rookie center **Manute Bol** is one of the most talked-about players in the history of the NBA. Bol has been the subject of many features as he travels from city to city in the NBA and he's also the object of discussion among many NBA players. When Dallas Mavericks forward **Sam Perkins** saw the 7-6 center he said, "Manute Bol is so light that when he runs, his shoes don't squeak."

Utah rookie **Karl Malone** looked very impressive in preseason and promises to be one of the top rookies in the NBA this year. Malone says his favorite NBA player is none other than **Moses Malone** of the Phila-



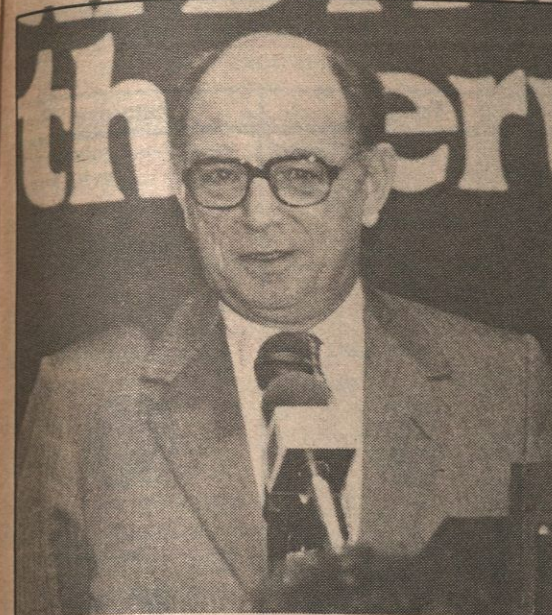
Everybody's talking about Manute.

delphia 76ers. Utah's Malone is nearly as big as the Sixers' All-Star center. Listed at 6-9, the Utah rookie measures a 16½-17 neck size and a 41-inch sleeve. That's the same sleeve length as 7-4 Jazz teammate **Mark Eaton**...The Portland Trail Blazers took a novel approach with their television package this season, having fans vote for the 20 road games they wanted televised back to Portland...**Bill Walton**, of the Boston Celtics, is wearing uniform No. 5 which happens to be one number lower than his childhood idol **Bill Russell**. "Bill Russell was always my favorite athlete as a kid," said Walton, "In my opinion, no player has accomplished more in sports."...**Spencer Haywood** attempted a comeback during the recent preseason but decided against the idea because, "guys were running past me like I was a flagpole."...**Bernard King** of the NY Knicks loves a pastrami sandwich now and then. The injured Knicks forward recently stopped by one of his favorite city delis and ordered his usual triple-decker. "Pastrami always makes my knee feel better," said King to the deli owner, who asked, "What ever happened to chicken soup?"...**Michael Jordan** of the Bulls is anxious to play his second NBA season now that he's rid himself of the rookie stigma. What was the toughest part of Jordan's rookie year? "Living up to the fans' expectations was the hardest task," he said. "I never thought I would. I think, however, I surpassed some of their expectations."

Ralph Sampson of the Houston Rockets is another NBA player who is expected to perform at a very-high level by fans. "I don't know what people expect of me," said Sampson. "I guess it comes down to me being expected to win every time I walk out on the floor. But that is not something I can guarantee. The only thing I have control over is how much I put out, how much effort I put into every performance. And I know that I do all that I can."

Kareem Abdul-Jabbar of the LA Lakers found an interesting answer to the question he'll hear most during the 1985-86 NBA season. "Can the Lakers repeat as NBA champions?" asked a reporter. "We're the only ones who can," said Kareem...**Darryl Dawkins** of the New Jersey Nets said this season is very important for himself and his team. "I've worked very hard during the offseason and we feel like this is a different team with the new coach and the new offense," said Dawkins. "Personally, I'm going to talk a lot less and produce more. From now on, **Double D** means **Dreadfully Dull**."

B'NAI B'RITH DINNER TIPS OFF SEASON



Alan Cohen (upper left), Jan Volk (center), K.C. Jones (upper right) and Bill Walton (lower left), all were focal points at the banquet.

"Pride" was on Display for all to see

For the tenth consecutive year, the Boston Celtics successfully tipped off their season at their annual B'Nai B'Rith dinner, held this year at Lombardo's in Randolph, Mass. on the evening of Wednesday, October 23rd.

Almost 1,500 people attended this traditional charity event, serving as a fundraiser for New England Sports Lodge for the benefit of B'Nai B'Rith Youth Services in the Boston area and throughout the world. Those in attendance were treated to

speeches by present and past Celtics, members of the media and team management.

The tone of the evening was, as always, upbeat, with most of the speakers addressing the 1985-86 version of the Boston Celtics and their chances of regaining the NBA World Championship at the conclusion of the season. Many of the speakers dealt with the intangible that is know as "Celtics Pride".

Johnny Most, who served as the Master of Ceremonies for the evening, spoke of the pride that each

of the individual players on the team holds in his own game. Red Auerbach noted that the drive to continue to excel over the tedious and wearing 82-game schedule is a key indication that "Celtics Pride" is on the team. Celtics General Manager Jan Volk, presenting Head Coach K.C. Jones with the Howie McHugh Memorial Celtics Pride award, spoke of the pride personified by Jones himself. Former player and coach Tom Heinsohn observed the sense of camaraderie shared by the 12 players sitting together on the dais, contrasting that scene with the

disruption on the other NBA teams. And Larry Bird, as spokesman for the team, exemplified Celtics Pride in his tongue-in-cheek address.

This colossal gathering of Celtics' fans, which has become a focal point socially in Boston as the official harbinger of the start of the basketball season, was once again a financial and social success. But more than that, it gave everyone in attendance a sense of what the members of the Celtics staff and team have long known -- "Celtics Pride", while difficult to define, definitely lives on.

NOVEMBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Atlanta Hawks 7:30	2 WASHINGTON BULLETS 7:30
3	4	6	7	8 PHOENIX SUNS 7:30	9 DETROIT PISTONS 7:30	
17	19	20 UTAH JAZZ 7:30	21	22 PHILADELPHIA 76ers 7:30	23 NEW YORK KNICKS 7:30	
24	25	26 PHILADELPHIA 76ers 8:00	27 DETROIT PISTONS 7:30	28	29 NEW YORK KNICKS 8:00	30 Atlanta Hawks 7:30

All-Star Luncheon Kicks off Balloting

The All-Star Balloting season officially got underway at noon on Halloween, October 31st, 1985, when the members of the Celtics team and staff joined with representatives from Lite Beer from Miller to announce the nominees for the 1986 NBA All-Star Game.

The Celtics starting five -- Larry Bird, Robert Parish, Kevin McHale, Dennis Johnson and Danny Ainge -- has been nominated for the Lite/NBA All-Star Voting program that gets underway in the 23 NBA cities starting Friday, November 1st, 1985 and concludes Thursday, January 16th, 1986. This marks the first time in the 12-year history of the NBA All-Star voting program that the Celtics will have their starting team nominated on the ballot.

Sponsored by Miller Brewing Company, the Lite/NBA All-Star Voting program resulted in a record 2.8 million ballots being cast last year by fans throughout the country. The Celtics, working in conjunction with Burke Distributing Corporation of Randolph, Mass. collected a record 85,000 ballots last year during the three-month program.

Last year, Larry Bird -- who was on the starting team for the sixth



All five Celtics starters were nominated on the All-Star voting ballot, McHale, Bird, Ainge, Johnson and Parish.

straight year -- joined teammates Robert Parish and Dennis Johnson on the Eastern Conference All-Star team. The team, which dropped a 140-129 decision to the Western Conference All-Stars, was coached by the Celtics coaching staff of K.C. Jones, Jim Rodgers and Chris Ford. The 1986 NBA All-Star Game will take place on Sunday, February 9th in Dallas, Texas.

Several representatives of Miller Brewing Company and the Celtics

spoke at the luncheon, which was held at Barrett's Restaurant in Charlestown, Mass. Tom Heinsohn, who played in the game five times and coached the Eastern Conference team four times, was the Master of Ceremonies at the affair, serving in his dual capacity as a representative of both the Celtics and Lite Beer. Representing Miller at the head table were Bill Anda, Regional Manager, Harry Isabel, Northeast Sales Director, Bill Burke, comptroller or Burke

Distributing Corporation and Alex Fotiades, General Sales Manager of Burke. Celtics General Manager Jan Volk, Head Coach K.C. Jones and Danny Ainge -- nominated to his first All-Star ballot -- spoke on behalf of the Celtics organization.

The All-Star Voting program is now underway at the Boston Garden and, for the first time this year, at various retail outlets. Now it's up to the fans to determine the starters on the 1986 NBA All-Star team.

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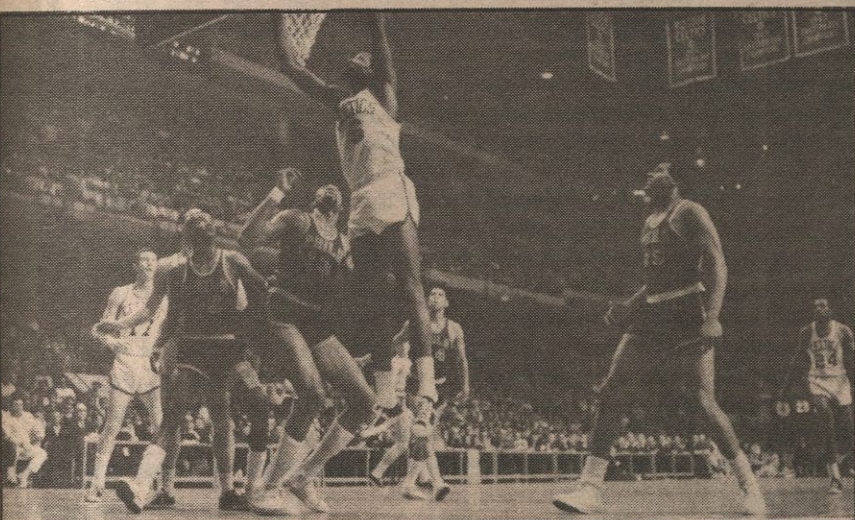
Try these questions out on a friend:

- 1 Who was the first Celtics T.V. announcer?
- 2 As head coach of the Celtics, what was Red Auerbach's fourth quarter tradition if his team was winning?
- 3 Which Celtic slept on a bench in the Boston Commons after winning the 1974 NBA Championship?
- 4 In 1980 two Celtics retired from basketball -- a center and a guard. The center was Dave Cowens. Who was the guard?
- 5 Who said "I could take 4 guys off the street in Petersburg (Virginia) and beat them (the Celtics)"?
- 6 Who said, "I'm going to look awfully silly... if he stuffs the ball and me through the hoop!"

- 1 Les Smith
- 2 Light a cigar
- 3 Dave Cowens
- 4 Pete Maravich
- 5 Moses Malone
- 6 Bill Russell about Wilt Chamberlain

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(D) DAVE COWENS - DOUG COLLINS

Celtics Classics

The 1968-69 season marked the end of an era for the Boston Celtics.

That was the final season of guard Sam Jones, who managed to average 16.3 points per game at the sprightly age of 36. It was also Bill Russell's final season as a player and as Celtics coach... Russell wasn't much offensively in that final season, scoring just 9.9 points a game, but he was, as usual, an omnipresent force on the boards and defensively. Russell averaged 19.3 rebounds a game, not bad for a 35-year-old.

And Russell didn't fare too badly in his final year at the controls of the Celtics, either, as Boston won its 11th NBA title. What makes this title quite significant is the Celtics had won it all the year before. No one has been able to put together consecutive crowns since then.

Boston didn't have what could be called an auspicious regular season. The Celtics finished fourth in the East with a 48-34 record, their lowest finish in 20 years. The Wes Unseld-Earl Monroe-led Baltimore Bullets won the division title.

This Celtics team was very experienced--over-the-hill in the eyes of some roundball observers. The average age of the eight Celts who saw the most playing time was 31. Jones and Russell led the way in the age category, followed by Bailey Howell (32), Satch Sanders (30), Emmette Bryant (30) and three 29-year-olds, John Havlicek, Larry Siegfried and Don Nelson.

But the "old men" were ready once playoff time rolled around.

The Celtics quickly dispatched the Philadelphia 76ers in the opening round, four games to one, winning the first two contests by a total of 45 points. Meanwhile, the first-place Bullets found themselves out of the picture, having been knocked out by the New York Knicks in four straight.

"This will always be one of my favorite games. The Lakers got stuck with a lot of balloons in the rafters and Bill and Sam went out winners." ...Red Auerbach

The Knicks didn't enjoy that kind of success in the Eastern finals, as Boston took them in six. Then it was on to the championship round.

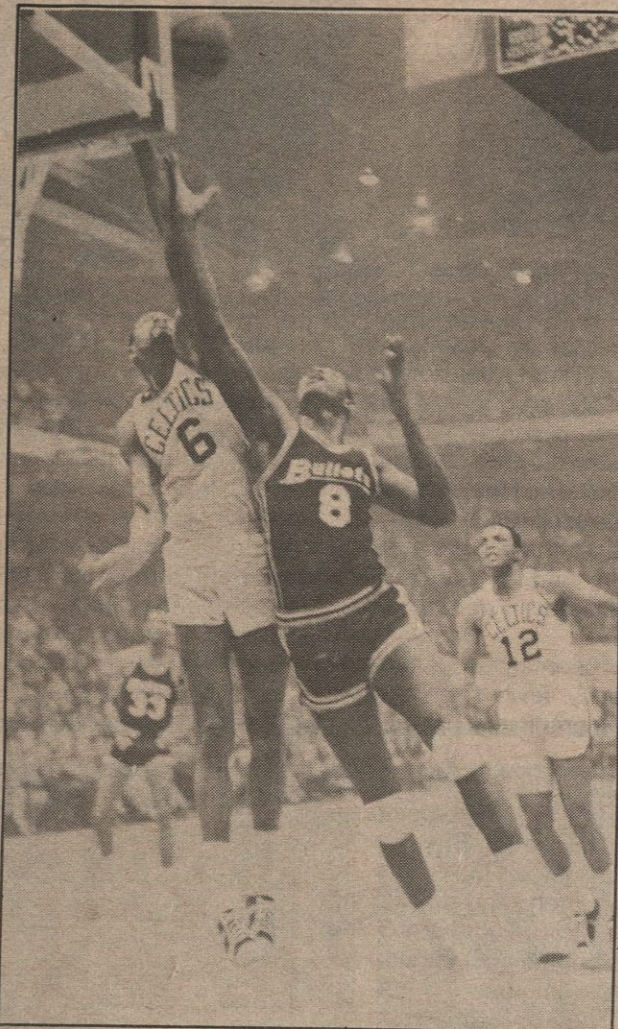
Meanwhile, the Los Angeles Lakers, who had a 55-27 regular-season record, handled the San Francisco Warriors and the Atlanta Hawks with relative ease. That set up a Celts-Laker final match-up. See? Even back then, these guys were at each other's throats.

In the opening game at the Forum in Ingelwood, the Lakers sneaked past Boston, 120-118. The Lakers jumped out to a 2-0 edge with a 118-112 win in game two. The Celtics had received their fill of Southern California at this time. It was time to head to Beantown.

The Celtics tied the series with a pair of wins, 111-105 and 89-88. In the fourth game, the Lakers had a one-point lead with 15 seconds left, but a steal by Bryant and subsequent basket by Jones gave Boston a triumph.

Back to California for game five. The Lakers scored a decisive 117-104. However, the home-court edge continued as the Celtics took the sixth game, in Boston, 99-90.

1968-69, the End of an Era



Final season as player for Russell.

So the title came down to 48 minutes, and things didn't look all that good for the Celtics. They hadn't shown an ability to cope with the Lakers on their turf, and the Lakers were so confident they'd

win, that owner Jack Kent Cooke arranged for a post-game celebration even before the opening tap. Nets filled with balloons hung from the ceiling (which were to be set loose after the anticipated win) and cases of champagne were chilled in the Laker lockerroom, waiting to be downed by Wilt Chamberlain, Jerry West, Elgin Baylor and the boys. The USC marching band was also on hand, and would provide musical entertainment after the Lakers took the title away from Boston.

Unfortunately for the Lakers, a funny thing happened on the way to the Forum. At the end of the game, Los Angeles had 106 points. The Celtics, 108.

Boston had a 24-12 lead late in the first quarter, but saw that advantage trimmed to 59-56 at the half. Near the end of the third quarter, though, the Celtics had assumed control again, and were up, 91-74.

With about 5½ minutes remaining in the game, Boston was up by just nine, 103-94. That's when Chamberlain hurt his knee while grabbing a rebound and took himself out of the game. Former Celtics Mel Counts replaced Chamberlain and played well, helping the Lakers come to within 103-102 with 3:07 left.

Shortly thereafter, Chamberlain told LA Coach Butch van Breda Kolff he had recovered sufficiently enough to re-enter the contest. However, van Breda Kolff, with whom Chamberlain had feuded all season, refused to put him in. This turned out to be, as the bromide goes, cutting off your nose to spite your face.

Nevertheless, the Lakers still had a chance with 1:20 left, trailing by one. But Nelson hit a desperation shot with the 24-second clock running out to give Boston a three-point lead, and the Celtics never looked back. Final score: Boston 108, LA 106. Deflate the balloons, bag the champagne. Send the marching band back to the dormitory.

Said a disconsolate West: "I felt we had the better team. But it was almost like we weren't supposed to win."

Red Auerbach was gloating after the final game: "This will always be one of my favorite games. The Lakers got stuck with a lot of balloons in the rafters and Bill and Sam went out winners."



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Celtics Greats - Past and Present

Still Dealing with Challenges

Charlie Scott

Charlie Scott is quite the entrepreneur these days. The former NBA and ABA star, who spent three years with the Celtics (1975-76 to 1977-78), is living in Los Angeles. He's involved in several business ventures--ownership of a shoe store, hotels, restaurants and the raising and breeding of Arabian horses.

"I'm pretty busy," says Scott, who averaged 17.5 points a game during his stint in Boston.

Scott has some big-name company in his business dealings--the Lakers' Kareem Abdul-Jabbar, Milwaukee's Terry Cummings and Houston's Ralph Sampson, among others. Also helping out is Tom Collins, the business manager of the aforementioned individuals, as well as Scott.

Since Abdul-Jabbar and the others have a more pressing priority--their ongoing NBA careers, they have a more passing interest in what's going on with the sundry business. However, that's not the case with Scott. He's involved in the day-to-day operation of everything.

"It's the ultimate dream for any athlete...I wish I could have played my entire career with the Celtics"...
Charlie Scott

"I oversee all the projects," the 37-year-old Scott says. "The other guys are busy playing. I live in LA, so I can stay in touch with things."

Scott retired from the NBA with the Denver Nuggets in 1980. He has never yearned for employment in basketball following the conclusion of his playing days, but remains an avid fan of the game. He says he has Laker season tickets and usually watches their road games on television.

"When I was 21, I said to myself I wanted to play until I was 31," Scott says. "Then, a bell went off in my head, and I said, 'It was time.'"

One of the more prolific scoring guards to hit the basketball scene in recent memory, Scott is most known for his days with the ABA Virginia Squires. He was one of the first "name" players signed by the ABA.

Scott was a player of significance

before he ever began his professional career. He was the third black basketball player in the Atlantic Coast Conference, the first at the University of North Carolina. Scott is originally from New York City, but went to Larinburg Institute, a prep school in North Carolina.

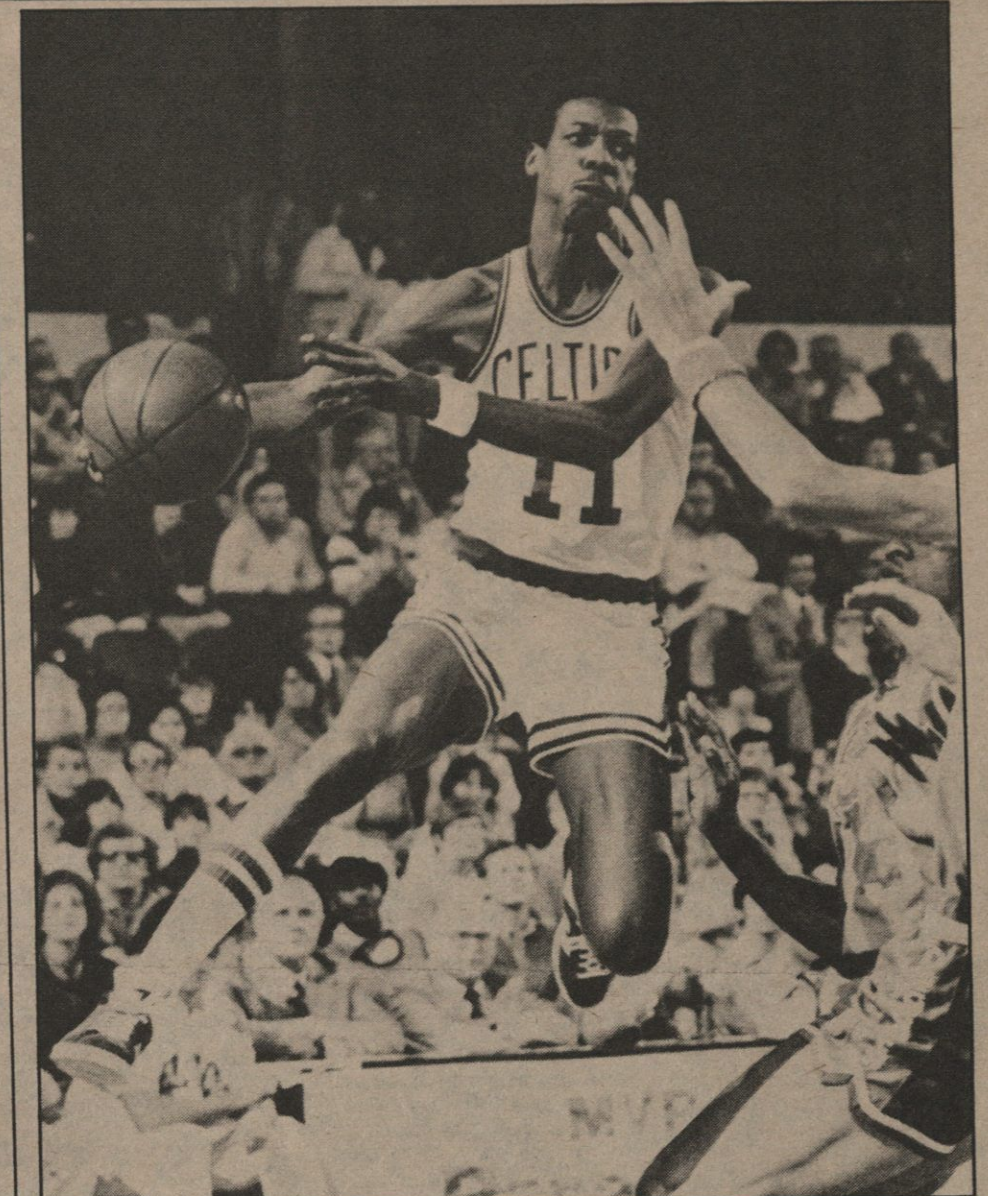
"To talk about it now, people think I'm crazy," Scott says, recalling his Tar Heel days. "I was the only one (black on the team), but I was treated the same as everybody else. I had a fantastic time at North Carolina. The only problems I had were on the road."

Scott attended Stuyvesant High School in New York, probably one of the top academic high schools in the country. He passed up the opportunity to attend such universities as Cornell and Columbia to go to North Carolina.

"I wanted to play basketball," Scott says. "I wasn't trying to be a pioneer. When you're doing it, you don't think of yourself as a pioneer."

After leaving the ABA, Scott surfaced with the Phoenix Suns in 1971. He averaged 18.8 points in the final six games of the '71-72 season (he had jumped the Squires to join the Suns), then rang up scoring marks of 25.3, 25.4 and 24.3 the ensuing three campaigns, earning All-Star status each season.

Following the '74-75 campaign, Scott was swapped to the Celtics for guard Paul Westphal. That trade was



"The Celtics prepared me more for the outside world."

a propitious one for Scott in his eyes.

"It was hectic," says Scott with a laugh, looking back at this term in the green and white. "It's the ultimate dream for any athlete. I felt like all I wanted to do was play with players of my caliber. I wish I could've played my entire career with the Celtics."

To Scott, being a Celtic transcended the boundaries of basketball.

"The Celtics prepared me more for the outside world than anything," Scott says. "Their principles and values prepared me for the outside life."

A trade sent Scott to the Lakers in 1977, and other shipped him to Denver the following season. Despite his strong feelings for the Celtics, Scott doesn't regret having left Beantown.

"If I'd stayed with the Celtics, they would've never gotten (Larry) Bird," Scott says. "I'm glad I was able to contribute that much (the trade to Denver brought Boston a first-round pick in 1978)."

"I am where I am today because

of the trade. Things worked out all right the way they are."

It's apparent that Scott is a success after basketball. Many ex-athletes in all sports, aren't as lucky. There have been plenty of cases where they lose nearly all their money due to unwise investments. Scott wants to do his best to insure that doesn't happen to him.

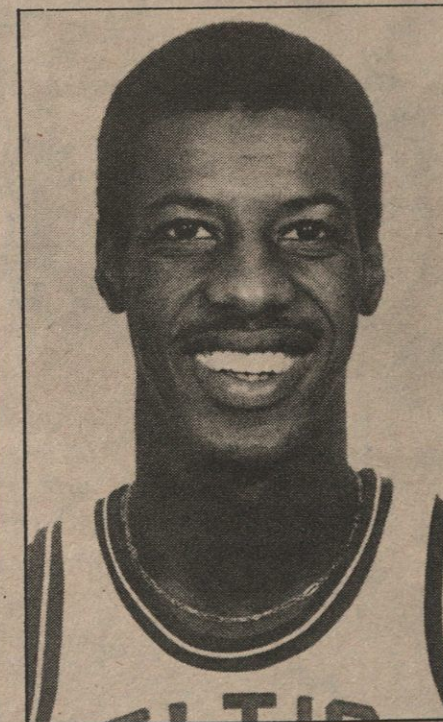
"We see the dealings, we deal with the banks in everything," Scott says. "There's no assurance that you're going to make money--there are risks. There are some things you have to watch out for."

Scott was asked what's in store for him in the future.

"There are challenges and I'm still dealing with them," he says. "They're never over. Everytime you turn around, there's something to do."

"I want to be able to have the same kind of success in life I had in basketball. If I put in the same kind of effort in life as I did in basketball, I'll be all right."

And Scott seems to be doing just fine.



Scott: doing just fine.

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